



Sponsorship Pack



ROYAL
HIGHLAND &
AGRICULTURAL
SOCIETY OF
SCOTLAND



ROYAL
HIGHLAND
SHOW



GOLDEN
SHEARS
WORLD CHAMPIONSHIPS
EDINBURGH
2023

Welcome

As many of you will know, the Royal Highland & Agricultural Society of Scotland has been a constant, traditional member of the community, showcasing the very best of Scottish Agriculture and rural life across the country for almost 240 years.

In 2023, we want to do something a little different, something exciting and engaging and something that will involve the whole of Scotland to help celebrate the return of Golden Shears, the sheep shearing and wool handling World Championship. To help us showcase the very best of what Scotland has to offer, it is my absolute pleasure to introduce Flock to the Show.

Flock to the Show will see over 40 beautifully decorated sheep tour our beautiful countryside, visiting towns and villages from Lerwick to Lockerbie, Wester Ross to West Lothian and everywhere in between, while promoting Scottish Agriculture.

This is an excellent way to get involved with a national project that will support the Royal Highland & Agricultural Society of Scotland, the vital work that we do, and in turn, showcase our fine nation on a global scale.

I'm already looking forward to next year, welcoming the world to Ingliston and the Royal Highland Show, and getting out and about and finding as many of the sheep around the country as we can, creating a new chapter in the history of the Society.



Alisdair Caulfield
Fundraising and Sponsorship Manager

Who are RHASS and what do we do?



ROYAL HIGHLAND & AGRICULTURAL SOCIETY OF SCOTLAND



RHASS is for everyone who supports the very best standards in agriculture, forestry and stewardship of the countryside, which are such an essential part of our heritage – and our future.

Since 1784, the Royal Highland and Agricultural Society of Scotland (RHASS) has been the respected standard-bearer for farming and rural industry in Scotland.

Industries in our rural areas are major contributors to the economy and character of the country. Throughout the highlands, lowlands and islands people produce our food and drink, manage and conserve our countryside and provide access to sport and recreation for millions.

With its history of encouraging advances in education, science, technology and craftsmanship over two hundred years, RHASS is in a strong position to continue its twin roles of building business for Scotland's land-based and allied industries, and of creating a wider public understanding of the management of the land and rural resources.

In these ways, we help build a healthy economy and employment and provide the wider public with the information they need to make balanced judgments on rural matters.

Very few modern organisations can trace their heritage back to 1784. Even less can say they have remained true to their founders' values and beliefs. Yet this is the case for RHASS! We are a unique organisation and remain as focused on delivering its objectives today, as it was when it was founded well over 200 years ago.

What was then considered crucial to the advancement of Scottish agriculture for the benefit of farmers, landowners and rural communities still applies today. And while the 'noblemen and gentlemen' of the 1700s could not imagine how much has changed over the centuries, what remains constant is RHASS's vision to build on generations of influence, investment and innovation.

What is Flock to the Show?



In June 2023 The Royal Highland & Agricultural Society of Scotland (RHASS) will welcome the Golden Shears, the world championships of sheep shearing to our largest charity and fundraising event, the Royal Highland Show (RHS).

Golden Shears 2023 will see the best shearers and wool handlers from over 35 different countries descend on the Royal Highland Show to compete to be the World Champion. This is one of the biggest events in the shearing calendar and will be a tightly fought spectacular. Attracting the best competitors from North and South America, Africa, Europe and let's not forget Australia and New Zealand.

To celebrate, we are launching a huge nationwide art trail, taking to the streets up and down Scotland and maybe a few of our UK counterparts.

The trail will see our individually decorated Flock to the Show Sculptures dotted across the country.... waiting to be discovered and for everyone to enjoy!

How it will all work

Sponsorship

Each sculpture will be sponsored by local businesses, community groups and education organisations. They will be decorated by local artists and communities and will all be designed to celebrate Scotland's extraordinary agricultural heritage.

Sculptures will be displayed in locations across Scotland, with a few popping up in England, Northern Ireland and Wales – creating a trail highlighting our history and heritage while raising awareness of some of the issues facing Scottish agriculture.

This trial will be open to everyone and the individual decorated sheep will await discovery before flocking to The Royal Highland Show in 2023 and the return of Golden Shears. This will be the only time all of our flock will be together before being sold at a gala dinner later in the year.

Education

We will be partnering with RHET (Royal Highland Educational Trust) to deliver a number of educational offerings and workshops throughout the year.

Timeline



Benefits of Sponsorship

Benefits of Sponsorship:

- A showcase for your brand viewed by circa 200,000 visitors and potential consumers from across Scotland & the UK
- Online and digital exposure in over 130 countries world wide
- Opportunity to meet and engage with selected business and consumer brands among over 150 sponsors across the agricultural, manufacturing, financial, food, luxury goods & professional services industries
- Brand association with premier Scottish and UK brands and household names with a combined turnover of more than £26 billion
- Benefit from Show and Trail marketing campaigns
- Participate in over £250 million in business conducted at the Royal Highland Show
- Client engagement and hospitality
- Employee engagement through volunteering opportunities and involvement in the Royal Highland Show
- An opportunity to showcase Corporate Social Responsibility through support of RHASS's charitable activities



Sponsorship packages

Sponsorship is a fantastic way to support RHASS, the Royal Highland Show and Golden Shears, whilst boosting your brand awareness and reputation amongst customer, stakeholders and supporters.

The Royal Highland Show is the flagship event of Scottish Charity the Royal Highland & Agricultural Society of Scotland (RHASS), founded in 1784. The 4 day event forms the pinnacle of the Scottish agricultural calendar, involving over 1,000 trade exhibitors, as well as 2,200 livestock competitors and more than 6,500 animals, with some 950 competitions taking place in all. The Royal Highland Show generates an estimated £85million for the UK economy.

The Royal Highland Show is more than just an agricultural event – it is an unrivalled opportunity for sponsors and visitors alike to connect with the countryside and the rural community, to discover and learn about the work of farming and to enjoy the fruits of the land through the best of Scottish food and drink.

The event attracts families from all over Scotland and elsewhere with children aged 15 and under attending free of charge. The large number of visitors in attendance at the Royal Highland Show provides sponsors and exhibitors with an excellent opportunity to engage with business and consumers and to build brand recognition and loyalty.

As we move forward with our plans, the Royal Highland Show will welcome in excess of 200,000 visitors onsite and will continue with our virtual / digital offering, RHS TV, extending our audience to over 130 countries and a global audience of 500,000.

We have a range of bespoke partnership opportunities that can be tailored to your needs and all Flock to the Show Sponsors will receive the following:

- Logo and description on your sponsored sculpture, trail website and app
- The chance to choose from a selection of shortlisted designs
- Logo and company information on the Flock to the Show website
- Engaging content to share on your social media channels
- Logo on our trail maps and on our trail information point at the Royal Highland Show in 2023
- Rights to use event title, branding and logo for PR and advertising use *(approval required)
- Logo in auction catalogue and invitation to various trail events
- Exclusive opportunities to network (VIP events with local businesses and organisations and supporters)



Sponsorship Levels

As well as the benefits as noted previously, individual packages gain additional benefits:



Lamb

Guide Price: £3k + VAT
 1 x Sponsored Sculpture
 10 x complimentary Royal Highland Show day tickets
 5% discount on Conference and Event Space at the Royal Highland Centre, Ingliston *

*excluding the Royal Highland Show

Gimmer

Guide Price: £6k + VAT
 1 x Sponsored Sculpture
 1 x Bronze Corporate Sponsorship (RHS)

- This includes 30 x Complimentary Royal Highland Show day tickets
- 15% discount of Conference and Event Space at the Royal Highland Centre, Ingliston *
- 30% discount on RHASS events and Royal Highland Show Sponsorship, including RHS TV advertising opportunities (where available)

*excluding the Royal Highland Show

Ewe

Guide Price: £9k + VAT
 1 x Sponsored Sculpture
 1 x Silver Corporate Sponsorship (RHS)

- This includes 50 x Complimentary Royal Highland Show day tickets
- 20% discount of Conference and Event Space at the Royal Highland Centre, Ingliston *
- 40% discount on RHASS events and Royal Highland Show Sponsorship, including RHS TV advertising opportunities (where available)
- 1 x RHS TV advertising package (3 minutes per day)

*excluding the Royal Highland Show

Top Tup

Guide Price: £12k + VAT
 2 x Sponsored Sculpture
 1 x Gold Corporate Sponsorship (RHS)

- This includes 75 x Complimentary Royal Highland Show day tickets
- 30% discount of Conference and Event Space at the Royal Highland Centre, Ingliston *
- 50% discount on RHASS events and Royal Highland Show Sponsorship, including RHS TV advertising opportunities (where available)
- 1 x RHS TV advertising package (5 minutes per day)

*excluding the Royal Highland Show

Get in touch

FIND OUT MORE →

We welcome your sponsorship enquiry and look forward to working with you to achieve maximum benefits for both parties.

To discuss opportunities for sponsorship of the Royal Highland Show and to find out how RHASS can work with your brand throughout the year, please contact:

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