



ROYAL
HIGHLAND
SHOW 2024

20 - 23 JUNE

PARTNER SINCE 1981



Royal Bank
of Scotland

Royal Highland Show 2024

Agri Innovation Arena Opportunities



About The Royal Highland Show

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 £39.5 million to Edinburgh's economy and £19.7 million to 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, the rural community and traders and exhibitors, 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 over 210,000 visitors onsite and will continue with our virtual / digital offering extending our global audience.

Sponsorship of the Royal Highland Show also brings with it additional opportunities to forge strong and mutually beneficial partnerships with the Royal Highland & Agricultural Society, which since 1784 has been the respected standard-bearer for farming and rural industry in Scotland.



Audience / Visitor Profile

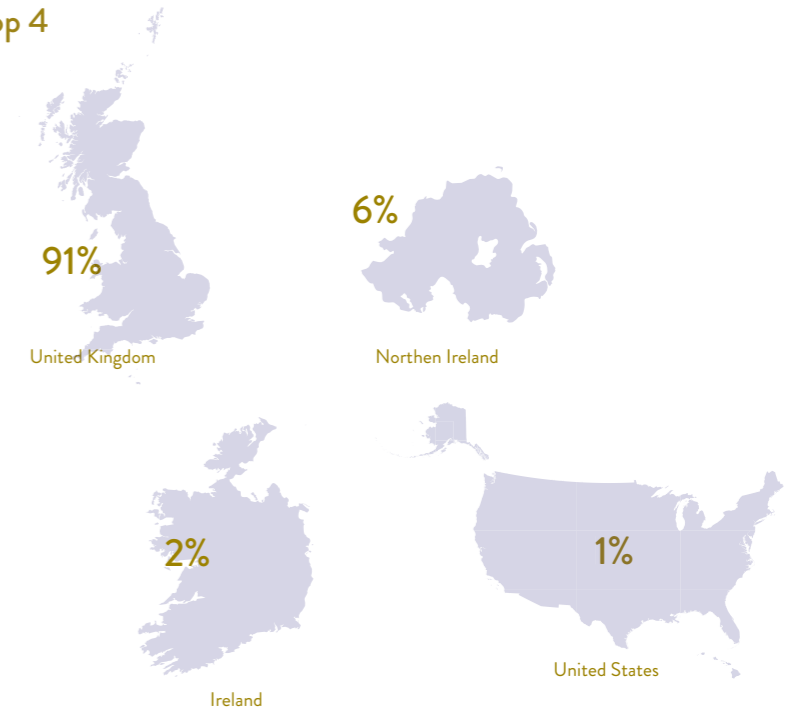
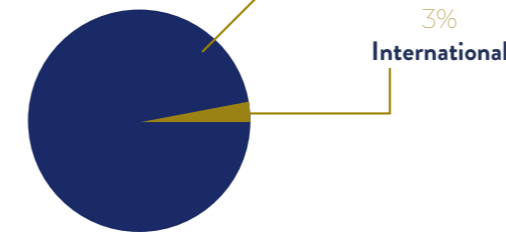
Countries

32

Country of Residence

Top 4

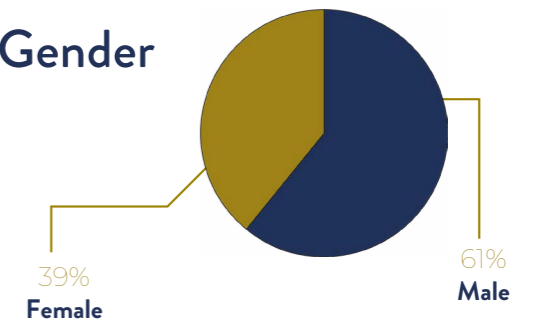
International vs local



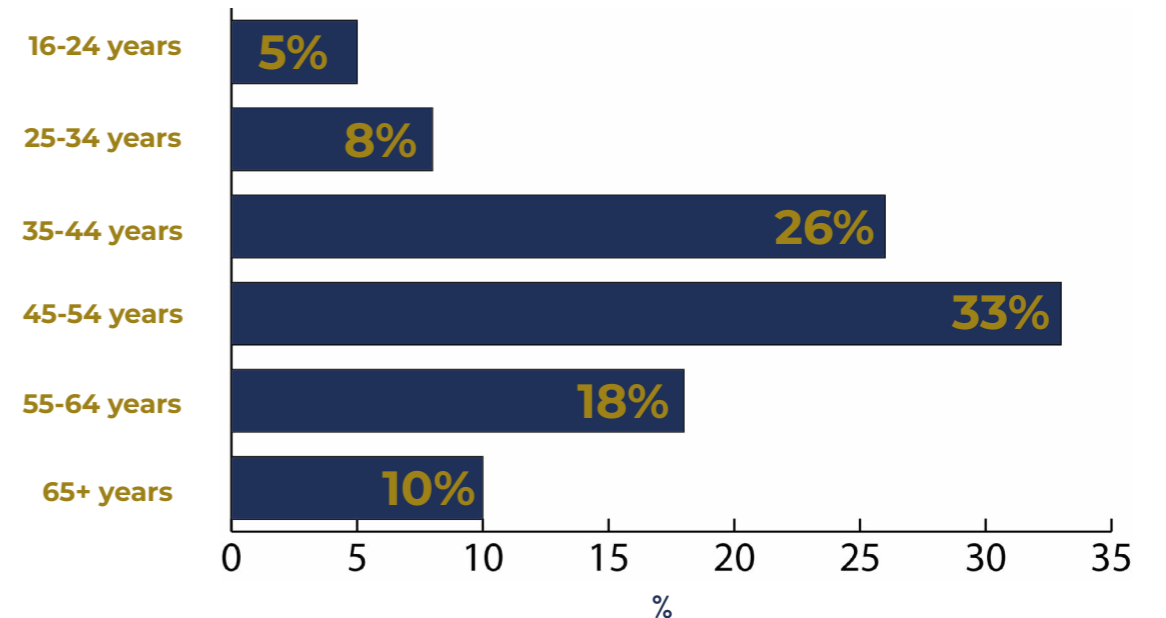
2023 Show Attendance

217,000

Gender



Age



About the Agri Innovation Arena

Our mission is to support Agriculture and showcase the ever-changing technology and machinery that will shape the future of farming. It is important that we work together to bring the future of Agriculture to the forefront. This is your platform to showcase your products and services to the Royal Highland Show audience. We will set the stage and highlight your brand, we want to hear from you, so don't miss out and sign up today.

What It Will Look Like

Situated south of the site beside our Agricultural section of the showground, included within this space you will find a 1052 total sqm Arena and 20m grandstand.

This area will also be home to our Technical Innovation winners. This award exists to recognise innovation and design across the agricultural and rural sectors, the awards showcase inventions and creations that demonstrate a positive impact on agriculture, horticulture, equestrian, forestry, renewable energy and estate activities. So be sure to check them out this year at the Show. Applications for this award can be found [here](#).



How do you get involved?

Demonstrate within our arena.

To apply to demonstrate within our arena please apply via our website [here](#).

Entries must fit into one of the following categories:

- + Machine
- + Appliances
- + Technical Components
- + Important Ancillary Equipment

The equipment should have a positive benefit to agriculture and/or agricultural business, horticulture, equestrian, forestry or estate services.

Should your application be successful you will be given a position within our programme with a slot to showcase your product and brand. Please note that by applying this does not confirm placement and each application will be reviewed internally. We request that you provide as much information about your demonstration as possible with inmag

Should you be given a place within the arena, you may be asked to store your demonstration kit within our boneyard, just a short walk from the arena. This is a secure compound. You will need to be able to move your kit e.g. by tractor into the arena and back again for your demonstration. Support will be provided to ensure Health and Safety regulations are met at all times.

Should you request a practice time, please request this at the point of programme confirmation so that we can schedule in access on the Wednesday prior to Show days.



Sponsorship Packages

An association with the Royal Highland Show offers sponsors an important platform to showcase their business.

We give your business a valuable forum for networking with clients and partners. In June 2024, from Thursday 20th to Sunday 23rd, we will once again welcome 212,000 visitors to the Royal Highland Show. As well as, engaging online with our live global audience across 113 countries worldwide.

Our founding charity and host of the Royal Highland Show, the Royal Highland & Agricultural Society of Scotland, is a charitable membership organisation of around 16,000 members. Through its charitable remit it plays a significant role, by supporting and recognising talent and excellence throughout rural life in Scotland and in promoting the value and future of Scottish agriculture to the next generation.

The Royal Highland Show is proud to count many valued brands among its sponsors and we look forward to building on this success.

Sponsor Banner
from £1,000 (ex VAT)

Further Sponsorship Opportunities
from £1,250 (ex VAT)



Benefits of Sponsorship

- + A showcase for your brand viewed by circa 212,000 visitors and potential consumers from across Scotland & the UK
- + Online and digital exposure in over 130 countries world wide with a global audience of circa 500,000
- + Opportunity to meet and engage with selected business and consumer brands among over 130 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 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 charitable activities

Contact Details



For any enquiries about Sponsorship opportunities or general Agri Innovations Arena questions, please email:

Sponsorship Team

✉ sponsorship@rhass.org.uk



Agri Innovation Arena Team

✉ tradestands@rhass.org.uk

