Sponsorship Opportunities at The Royal Highland Show
Thousands of people from all walks of life flock to the “Highland” to enjoy the finest food, the best of countryside pursuits, a unique shopping experience from many artisan retailers as well as the chance to get up close to pedigree farm animals, horses and rare breeds of every shape and size. The Royal Highland Show is a major marketing platform for leading brands - attracting in excess of £500k in sponsorship each year, The Royal Highland Show has a proven track record of delivering return on investment for our Show partners:
WHAT DOES RHASS STAND FOR?

Investing - Influencing - Informing - Invigorating - Inspiring

- The Royal Highland Agricultural Society of Scotland (RHASS) plays a pivotal role in the creation of a better understanding of the management of Scotland’s land and rural resources.

- The Society has in excess of 15,000 members - many of whom are landowners, farmers and those responsible for the stewardship of Scotland’s countryside and environment - RHASS strives to inspire innovation, excellence and achievement.

- The Show contributes almost £100m annually to the Scottish Economy.

- The Royal Highland show is a world renowned showcase for farming and food and an important business platform attracting on average 190,000 people each year.

- RHASS works in Partnership with the UK’s most respected organizations and government agencies.

- Royal Highland Education Trust (RHET) the farming education arm of RHASS works with over 70,000 children each year – that’s one in eight school children.

- RHASS actively supports new talent and has numerous grants and scholarships for students and young people looking to advance their careers and life experience.
THE SHOW CONSUMER

- 55% / 36% consumer/farmer split. 9% forestry, equestrian and suppliers to the farming industry
- 67% ABC1 / 23% C2
  - 48% male, 52% female
  - 42% aged between 35 & 54 years, 13% aged 16-24, 12% aged 65+
  - 75% previously visited the show at least once
  - 80% see the Show as a ‘day out’
- B2B 33% to view or purchase livestock, 22% to view or purchase machinery
- 81% could name two or more sponsors demonstrating brand standout and recollection
MARKETING BENEFITS

• Develop brand positioning - 75% of leading Scottish brands have an association with RHASS via The Royal Highland Show
• Build brand loyalty, generate awareness, recognition & profile
• Develop a deeper engagement with key audiences - experiential & differentiation
• Provide opportunities to engage with Scotland’s Rural communities
• Refresh & make connections - MPs / MSPs / major multiples / industry bodies
• Create lasting legacies. Ideas that can grow beyond the four days of the Show
• Reward clients or employees impress new customers
• Drive incremental business consumer on pack offers/trade show offers
THE ROYAL HIGHLAND SHOW’S INVESTMENT TO SUPPORT SPONSOR INVESTMENT

- £160k multi channel integrated marketing campaign including TV, online & press advertising

- PR programme – last year millions of pounds worth of TV, press and radio coverage was achieved (11 hours of broadcast coverage)

- Robust social media strategy and delivery. Facebook reached over 151,000 people, Twitter 14,000 followers

- Website: 1,136,004 page views, average 56 secs viewing

- Livestreaming, new in 2015, viewers across 43 countries

- Direct marketing to 16780 Friends of RHS database

- Press coverage reach is £42 million

- Business to Business campaign targeting trade audiences also including advertising, PR & direct
**SPONSORSHIP PACKAGES BRAND ALIGNMENT**

The Show is a platform for a diverse offering - from food to renewables, countryside to shopping, education to outdoor activity – there’s plenty of scope to find the perfect brand fit for your business.

Here is a selection of areas available to sponsor:

<table>
<thead>
<tr>
<th>DIAMOND PACKAGES £15K+</th>
<th>PLATINUM PACKAGES £10K+</th>
<th>GOLD PACKAGES £5K+</th>
<th>SILVER PACKAGES £2.5K+</th>
<th>BRONZE PACKAGES £1.5K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotland’s Larder Live</td>
<td>President’s Lunch</td>
<td>Scottish Dairy Awards</td>
<td>Horse Ambulance</td>
<td>Long Service Lunch</td>
</tr>
<tr>
<td>Forestry Arena</td>
<td>VIP area</td>
<td>Chairman’s Lunch</td>
<td>Cattle Wash</td>
<td>Livestock sections – sheep</td>
</tr>
<tr>
<td>Artist in Residence</td>
<td>Music Stages</td>
<td>RHET Educational Centre</td>
<td>Stables</td>
<td>Livestock sections – cattle</td>
</tr>
<tr>
<td>Countryside Area</td>
<td>Members’ Area</td>
<td>Electric Golf Carts</td>
<td>Poultry Marquee</td>
<td>Livestock sections – light horse</td>
</tr>
<tr>
<td>Large Screens</td>
<td>Main Ring Attraction</td>
<td>Large Show Maps</td>
<td>Stockmans’ Wrist bands</td>
<td>Livestock sections – heavy horse</td>
</tr>
<tr>
<td>All weather Equine Ring</td>
<td>Children’s Wrist bands</td>
<td>Countryside arena</td>
<td></td>
<td>Pony Club Games</td>
</tr>
<tr>
<td>Childcare facilities</td>
<td>Membership Mailing</td>
<td>Ladies Day</td>
<td></td>
<td></td>
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<tr>
<td>Farmers Club Dinner</td>
<td>Information Centre</td>
<td>Stunt BMX bike display</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equestrian ring naming rights</td>
<td>International Visitors Facility</td>
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</tbody>
</table>
## Sponsorship Packages Benefits

### Diamond
- Tea/coffee in Sponsors’ Lounge
- Tickets for President’s lunch
- DPS Advertorial in The Review magazine
- Full page advert in the Show programme
- Award presentations / PA Announcements
- 20 x one day Show tickets
- 10 x comp VIP parking passes
- 10 x Sponsors badges
- 10 x Sponsors guest badges
- 2 x 6m Banner advertising spaces
- Full communications package*
- Award presentations / PA Announcements**

### Platinum
- Tea/coffee in Sponsors’ Lounge
- 2 tickets for Chairman’s lunch
- 1/2 page advert in the Show programme
- Award presentations / PA Announcements
- 10 x one day Show tickets
- 5 x comp VIP parking passes
- 5 x Sponsors badges
- 5 x Sponsors guest badges
- 1 x 6m Banner advertising space
- Full communications package*
- Award presentations / PA Announcements**

### Gold
- Tea/Coffee in sponsors lounge
- 10 x one day Show tickets
- 5 x Comp parking
- 5 x Sponsors badges
- 5 x Sponsors guest badges
- 1 x 6m Banner advertising space
- Award presentations / PA Announcements**

### Silver
- Tea/Coffee in Sponsors lounge
- 5 x one day Show tickets
- 5 x Comp VIP parking passes
- 5 x Sponsors badges
- 5 x Sponsors guest badges
- 1 x 6m Banner advertising space
- Award presentations / PA Announcements**

### Bronze
- Tea/Coffee in Sponsors Lounge
- 5 x one day Show tickets
- 3 comp VIP parking passes
- 5 x Sponsors badges
- 1 x 6m Banner advertising space
- Award presentations / PA Announcements**

* RHS web mentions, inclusion in RHASS eDMs with links to client site, social media, press support

** Where appropriate
### Equestrian Sponsorship opportunities for 2017:

#### Light Horses:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hunters in-Hand</td>
<td>£1500.00</td>
<td>Novice Hunters</td>
<td>£500.00</td>
</tr>
<tr>
<td>Weights &amp; Small Hunters</td>
<td>£1000.00</td>
<td>Sports Horses In-Hand</td>
<td>£800.00</td>
</tr>
<tr>
<td>Highland Ponies Under Saddle</td>
<td>£600.00</td>
<td>Welsh Ponies &amp; Cobs:</td>
<td>£2500.00</td>
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<tr>
<td>M&amp;M Ponies in-Hand</td>
<td>£1100.00</td>
<td>Connemaras In-Hand</td>
<td>£800.00</td>
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<tr>
<td>Riding Pony Breeding</td>
<td>£800.00</td>
<td>Hunter Pony Breeding</td>
<td>£500.00</td>
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<tr>
<td>Riding Horses</td>
<td>£550.00</td>
<td>Arabs/PBAs in-Hand</td>
<td>£550.00</td>
</tr>
<tr>
<td>Arabs/PBAs Under Saddle</td>
<td>£1100.00</td>
<td>Side Saddle</td>
<td>£550.00</td>
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<tr>
<td>Show Hunter Ponies</td>
<td>£1000.00</td>
<td>Show Ponies</td>
<td>£750.00</td>
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<tr>
<td>M&amp;M Minis - LR/FR</td>
<td>£450.00</td>
<td>Show Pony Minis - LR/FR</td>
<td>£450.00</td>
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<tr>
<td>LRHT/FPSHT</td>
<td>£450.00</td>
<td>Donkeys</td>
<td>£600.00</td>
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<tr>
<td>WHP</td>
<td>£1000.00</td>
<td>Ridden Part Bred(HOYS)</td>
<td>£250.00</td>
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<tr>
<td>Coloureds in-Hand/saddle</td>
<td>£1500.00</td>
<td>Pony Club Games</td>
<td>£1500.00</td>
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</tbody>
</table>

#### Heavy Horses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Clydesdale Females</td>
<td>£1200.00</td>
<td>Clydesdale Males</td>
<td>£750.00</td>
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<tr>
<td>Highland Ponies in Hand – Male</td>
<td>£1200.00</td>
<td>Shetland</td>
<td>£1200.00</td>
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<tr>
<td>Highland Ponies in Hand – Female</td>
<td>£1200.00</td>
<td></td>
<td></td>
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</tbody>
</table>
To discuss any of the sponsorship opportunities detailed, please contact Alison Taylor, alisont@rhass.org.uk, or telephone +44 (0)131 335 6200