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About the Royal Highland Show

Since its inception as the ‘Highland Society of Edinburgh’ in 1784, RHASS has been the respected standard-bearer for Scotland’s agricultural industry and rural life.

At the heart of the then Highland Society’s petition for a Royal Charter in 1784, was its purpose to ‘unite the exertions of the proprietors of the land’, to develop, grow and promote the rural economy of Scotland. RHASS enjoys a membership of 16,500 and through its charitable remit plays a significant role, by supporting rural industry and communities, through recognizing and supporting talent and excellence throughout rural life in Scotland and in promoting the value and future of Scottish agriculture to the next generation.

For almost 200 years, the Royal Highland Show has been the flagship of the RHASS mission - to promote the highest standards in agriculture, forestry and food, to steward the countryside and to protect its rural communities. As the showcase for Scottish farming, food and rural life, the Royal Highland Show has brought together those who work and live on the land, creating the bonds required to drive the industry forward.

The first Royal Highland Show took place in 1822 in Edinburgh’s Canongate on a site now occupied by the Scottish Parliament. The show was held in a different location each year until 1960, when it settled in its permanent home at the Royal Highland Centre, Ingliston.
The 4-day event is the highlight of the Scottish agricultural calendar, hosting

- 2,150 livestock & equine competitors
- 195,000 visitors over four days
- 800 trade exhibitors
- 6,500 animals
- 900 competitions
Sponsorship Opportunities

An association with the Royal Highland Show offers sponsors an important platform from which to do business and a valuable forum for networking with clients and partners.

This top class event, attended by visitors from Scotland, the UK and overseas, generates over £250 million of business during 4 days in June every year and contributes some £55.5 million to the UK economy.
Sponsors of the Royal Highland Show in 2019

The Royal Highland Show is proud to count many valued brands amongst its 130 sponsors and supporters, and we look forward to building on this success.
## Benefits of Sponsorship at the Royal Highland Show

<table>
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<tr>
<th><strong>A showcase for your brand, viewed by over 190,000 visitors and potential customers from the general public, business sector and agricultural communities from across Scotland and the UK.</strong></th>
<th><strong>The opportunity to meet and engage with selected business and consumer brands among over 130 sponsors across the agricultural, manufacturing, financial, food, luxury goods &amp; professional services’ industries.</strong></th>
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<tbody>
<tr>
<td><strong>Opportunities and platforms for your Corporate Social Responsibility mission.</strong></td>
<td><strong>Brand association with premier Scottish and UK brands and household names, with a combined turnover of more than £26 billion.</strong></td>
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<td><strong>Participation in over £250 million of business conducted at the Royal Highland Show.</strong></td>
<td><strong>Employee engagement through volunteering opportunities and involvement in the Royal Highland Show.</strong></td>
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<td><strong>Client engagement and hospitality opportunities.</strong></td>
<td><strong>Benefit of a three-month national marketing and PR campaign.</strong></td>
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The Royal Highland Show Visitor Profile*

Visitors aged between 35 and 54 years of age.

50:50 gender split of visitors to the Royal Highland Show.

Visitors returning to the Royal Highland Show year-on-year.

* RHS 2018; Lowland Market Research
Sponsorship Details

Types of Sponsorship

- Forestry & Countryside Areas
- Educational & Children’s Activities
- Scotland’s Larder Live!
- Cookery Theatre
- Hospitality
- Facilities
- Branding Sponsorship
- Show Ring Sponsorship
- Equine & Show Jumping Sponsorship
- Livestock Sponsorship
- Competitions

Level of Investment

- Banner packages from £250
- Livestock Day Packages from £500
- Livestock/Equine Class Sponsorship from £1,000
- Competitions from £1,000
- Area Sponsorship from £5,000
- Main Sponsorship from £10,000 upwards

Associated Benefits

- Branding and activation opportunities
- Highland Show and RHASS publications and platforms
- Access to Sponsors’ Hospitality
- Royal Highland Show ticket allocation
- Bespoke over £10,000
The best of farming, food & rural life
For more information on sponsorship opportunities with the Royal Highland Show please get in touch

www.royalhighlandshow.org/sponsorship

or sponsorship@rhass.org.uk

The Royal Highland Show is run by The Royal Highland & Agricultural Society of Scotland www.rhass.org.uk
Scottish Charity Number SC004561.