

HADLEIGH SHOW 2027
SATURDAY 15TH MAY



SPONSORSHIP OPPORTUNITIES

Be seen. Be remembered. Be part of The Hadleigh Show

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ABOUT HADLEIGH SHOW



Be Part of a Suffolk Tradition

Now entering its 188th year, the Hadleigh Show stands as one of the oldest and most cherished agricultural shows in the country. Held annually on the third Saturday in May, the event takes place in the stunning parkland just outside the historic market town of Hadleigh, near Ipswich. In 2027, the Show returns on Saturday 15th May.

The 2026 show was another record breaker with tradestands sold out with 5 months to go, our sheep classes sold out in 3 weeks and members passes sold out a month before the show. The attendance was our highest since 2022 and we were delighted that so many people chose Hadleigh Show for their day out.

A Showcase of Rural Life

The Show features an impressive range of livestock and equine competitions, attracting entrants and spectators from across the region. Alongside these, visitors can enjoy inspiring show sections, Main Ring attractions, and a bustling avenue of over 200 tradestands, offering everything from local produce to rural crafts and services.

Each year, we invest in developing and enhancing the Show to deliver fresh, exciting experiences—ensuring there's always something new for visitors to enjoy.

The continued success of the Hadleigh Show is made possible by the dedication of our volunteers and the generous support of our sponsors. We invite you to join us in making the 2027 Show unforgettable.

Why Sponsor us?

Our sponsorship packages are designed to help promote your company, not just during the show, but all year round!

Post show stats said...

75%

of visitors were returning visitors

73%

of visitors were from within 10 miles of the show

100%

of those surveyed would recommend the show to friends

94%

felt that the show was excellent or very good value for money

100%

planned on visiting again!

Why Sponsor the Hadleigh Show?

As a sponsor, you'll be aligning your brand with a much-loved Suffolk institution that celebrates agriculture, rural life, and community spirit. It is a unique opportunity to connect with a large, engaged, and predominantly local audience in a positive and memorable setting.

The Hadleigh Show is one of the region's most celebrated occasions, drawing thousands of visitors each year. It provides the perfect platform to showcase your business, connect with the community, and engage with both loyal and new customers in a vibrant setting.

We Offer:-

- Unmatched Visibility – Place your brand in front of a large, diverse audience.
- Community Connection – Demonstrate your support for a long-standing, much-loved local tradition.
- Engagement Opportunities – Build lasting relationships with existing clients while reaching new ones.

Flexible, Affordable, Effective

We understand that every business is unique. That's why we offer tailored sponsorship packages designed to suit your needs and budget—ensuring maximum impact and value for your investment.





Benefits of sponsoring

Sponsorship Packages – Tailored to You

We believe every partnership should deliver real value, which is why our sponsorship packages can be shaped to meet your business needs. As a sponsor, you could enjoy:

- Complimentary Show Tickets – Share the Hadleigh Show experience with clients, colleagues, or guests.
- Brand Recognition – Your support acknowledged on our website (25,000+ annual visitors) and in the official Show Programme (approx. 1,000 copies sold).
- Exclusive Hospitality – Invitation to our Sponsors' Pre Show brunch (depending on sponsorship level).
- On-Site Exposure – Your banners prominently displayed across the showground.
- Digital & Media Promotion – Opportunities to be featured on our social media channels and in our e-newsletters.
- Member Engagement – Ability to promote exclusive offers directly to our Show Members.

Packages are flexible, affordable, and designed to help your business shine.

Marketing & Publicity

The Hadleigh Show's reach extends far beyond the showground. Our dedicated marketing strategy ensures the event remains highly visible and firmly in the public eye throughout the year.

We maintain strong partnerships with local press and media outlets, supported by a diverse and impactful PR campaign that includes:

- A vibrant and growing social media presence
- Regular e-newsletters to an engaged audience
- Editorial features and advertisements in regional magazines and newspapers
- Coverage on local radio

As a sponsor, your business could be featured across these channels, gaining valuable exposure through editorial pieces, e-newsletter highlights, and targeted social media campaigns.

By partnering with us, you'll not only connect with thousands on show day, you'll also benefit from year-round publicity and brand awareness

Sponsorship packages



Why Sponsor the Hadleigh Show?

Many local and national businesses already benefit from partnering with the Hadleigh Show. With such a wide variety of attractions and activities, sponsorship offers an unrivalled opportunity to connect with key industries and reach targeted audiences.

We understand the importance of promoting your business effectively while keeping costs manageable. That's why our team works closely with every sponsor to create flexible, affordable, and impactful packages—tailored to suit your specific goals and budget.

Opportunities for 2026

Our sponsorship packages for 2026 are available at a range of levels, ensuring there's something to suit every business. Whether you're looking for high-profile exposure or a more targeted approach, we'll help you find the right fit.

We'd be delighted to discuss your requirements and design a package that gives your brand the best possible visibility and engagement with potential new customers.

From £50 – A Big Opportunity for Small Businesses



Sponsorship Opportunities from Just £50

Choose the area that matters most to you—whether it's supporting flower show classes, horticulture, an advert in the Show Guide, contributing to the prize fund, or even steward welfare.

For small businesses, this is a fantastic way to get involved, gain recognition, and raise your profile with our visitors, exhibitors, competitors, and guests.

As a sponsor, you will enjoy:

- Acknowledgement in the Official Show Guide and on our Website
- Social Media Recognition with posts highlighting your sponsorship area
- Brand Visibility with your logo featured on any literature relating to your sponsored area
- A simple, affordable way to connect with the community and showcase your business.

Show Advertising Packages

PUT YOUR BRAND IN THE SPOTLIGHT

Showground Banner & Show Guide Advertising Opportunities

Reach thousands of visitors. Build brand awareness. Be part of the show.

Our show offers businesses a valuable opportunity to put their brand directly in front of an engaged audience of visitors, competitors, exhibitors, families and industry professionals.

SHOWGROUND BANNERS

Be seen where it matters. Make a lasting impression with a professionally produced advertising banner positioned within the showground.

Why choose a showground banner?

- High-impact, highly visible advertising
- Your brand seen by a large and engaged audience
- Ideal for increasing local and regional awareness
- Opportunity to showcase your logo, services, website or special offer
- Positioned within the heart of the event
- A cost-effective way to give your business a strong physical presence

MAKE YOUR BRAND PART OF THE SHOW

Banner advertising rates

Grand Ring £225, Presidents Ring £200 Other Rings £150

SHOW GUIDE ADVERTISING. PUT YOUR BUSINESS IN THEIR HANDS

The official Show Guide is an ideal opportunity to place your business directly in front of visitors as they plan their day, explore the show and discover exhibitors, attractions and services.

SHOW GUIDE ADVERT

Full page £160

Half page £95

Advertising opportunities are limited, and premium banner positions and prime Show Guide spaces are available on a first-come, first-served basis.

These packages do not include show tickets or hospitality unless part of a package or a combination of items.



Bronze



Bronze Sponsorship – Starting from £250

As a Bronze Sponsor, you'll enjoy a valuable package of benefits designed to give your business visibility and recognition at the Hadleigh Show:

- 2 x Sponsor Passes – Complimentary entry to the Show
- 1 x Priority Car Park Pass – Convenient access on Show day
- Banner Placement – One banner in the Presidents' Ring or the Hadleigh Ring
- Official Recognition – Acknowledgement in the Show Guide and on our Website
- 1 x Catalogue Voucher – Complimentary copy of the official Show Catalogue
- 2 x Members' Area Passes – Access to the exclusive Members' Area

A cost-effective way to raise your profile and be part of one of Suffolk's happiest events.

Silver



Silver Sponsorship – Starting from £500

Take your involvement to the next level with our Silver Sponsorship package, offering greater visibility and exclusive hospitality benefits:

- 4 x Sponsor Passes – Access to the exclusive VP and Members' Area
- 1 x Priority Car Park Pass – Easy and convenient access
- Banner Placement – Two banners in the Presidents' Ring and Countryside Ring (upgrade to the Grand Ring for an additional £100)
- Hospitality – Invitation to the Sponsors' Pre Show Brunch
- Official Recognition – Acknowledgement in the Show Guide and on our Website
- 2 x Lunch Tickets – Enjoy lunch on us
- 2 x Catalogue Vouchers – Complimentary copies of the official Show Catalogue
- 4 x Members' Area Passes –

The perfect balance of exposure, recognition, and hospitality.

Gold



Gold Sponsorship – Starting from £1,000

Our Gold Sponsorship package delivers premium visibility and exclusive benefits, positioning your business at the heart of the Hadleigh Show.

- 6 x Sponsor Passes – Access to the exclusive VP & Members' Area
- 2 x Priority Car Park Passes – Convenient access on Show day
- Banner Placement – Four banners in the Grand Ring and Presidents' Ring
- Feature Sponsorship – Association with a key Show Zone or Feature e.g. Entrance, Car Parking, Water Station
- Hospitality – 6 x Lunch Tickets plus an invitation to the Sponsors' Drinks Reception
- Official Recognition – Your logo featured in the Official Show Guide and on the Website
- PA Announcement – Public acknowledgment of your sponsorship during the Show
- Marketing Opportunities –
 - Chance to promote special offers directly to Members
- 3 x Catalogue Vouchers – Complimentary copies of the official Show Catalogue
- 2 x Invitations to the Art Show – Extend your experience beyond Show day

The Gold package is the perfect way to achieve maximum exposure, premium benefits, and lasting recognition.

Platinum



Platinum Sponsorship – Starting from £2,000

Our Platinum Sponsorship offers premium exposure, top-tier recognition, and unrivalled opportunities to connect with thousands of visitors, exhibitors, and members of the community.

- 8 x Sponsor Passes – Access to the exclusive VP & Members' Area
- 4 x Priority Car Park Passes – Stress-free access for you and your guests
- Banner Placement – Six banners in the Grand Ring and Presidents' Ring
- Major Area Sponsorship – Association with a high-profile part of the Show
- Hospitality – 8 x Lunch Tickets plus an invitation to the Sponsors' Drinks Reception
- Official Recognition – Logo placement in the Official Show Guide and on the Website
- PA Announcement – Public acknowledgment of your sponsorship during the Show
- Marketing Opportunities –
 - One dedicated article about your company in our Members' e-newsletter
 - Opportunity to promote exclusive offers to Members
- 5 x Catalogue Vouchers – Complimentary copies of the official Show Guide and catalogue
- 4 x Invitations to the Art Show – Extend your sponsorship experience beyond the main event

The Platinum package is ideal for businesses seeking prestige, prominence, and lasting impact at one of Suffolk's most celebrated events.

Pre Show Sponsors' Brunch



Invitations for all main package sponsors to attend our Pre-Show Sponsors' Brunch.

Held on show set up week our sponsors are invited to come along to see the show in build up, to meet the key members of the organising team and to network and meet with other sponsors and businesses working with the show.

It is vital for us at the Hadleigh Show to give our very generous sponsors the opportunity to see behind the scenes and ask questions about the intricacies of the show while having a social outing and getting to see the huge infrastructure and organisation involved in putting on our show.

Current Package types



- Banner/Flag sponsors
- Main display sponsors - ring displays
- Show area sponsors - eg art show, food hall, cookery theatre, education
- Marketing material sponsors - schedules, show boards, wristbands
- Prize fund donation - specific classes or areas
- Programme/catalogue advertising
- Bespoke packages tailored to your budget

Contact Us



To discuss options and potential areas if you are interested in sponsoring at Hadleigh Show please contact us by -

Email - secretary@hadleighshow.co.uk

Telephone - 07584 568055

Packages need to be in place by 1st March 2027 to allow adequate promotion and discussion time for both parties

**Saturday 15th May 2027
at Holbecks Park, Hadleigh**