

# 40<sup>th</sup> National Hedgelaying Championships and Country Show 27th October 2018

## Sponsorship and Advertising Schedule

### Sponsorship of classes

| Class | Style                         | Suggested Sponsorship £ |
|-------|-------------------------------|-------------------------|
| 1     | Midland Open                  | 300                     |
| 2     | Midland Intermediate          | 300                     |
| 3     | Welsh Open                    | 300                     |
| 4     | Derby Open                    | 300                     |
| 5     | South of England Open         | 300                     |
| 6     | South of England Intermediate | 300                     |
| 7     | Lancs. & Westmorland Open     | 300                     |
| 7a    | Lancs. & Westmorland Juniors  | 300                     |
| 8     | Yorkshire Open                | 300                     |
| 9     | Devon Open                    | 300                     |
| 9a    | Devon Intermediate            | 300                     |
| 10    | North Somerset Open           | 300                     |
| 10a   | North Somerset Intermediate   | 300                     |
| 11    | Dorset Open                   | 300                     |
| 12    | Cheshire Open                 | 300                     |

Please note that classes may be changed, combined or added according to demand and we would discuss such changes with sponsors where appropriate.

### Sponsorship of other awards

| Award                        | £   |
|------------------------------|-----|
| Supreme Champion             | 100 |
| Best regrowth from last year | 50  |
| Best work from a poor length | 25  |
| Best under 21years           | 25  |
| Best lady                    | 50  |
| Youngest competitor          | 25  |

### Advertising in the Show Programme

The programme is an A5 glossy publication

| Page         | £   |
|--------------|-----|
| Back Cover   | 150 |
| Centre Pages | 125 |
| Full Page    | 100 |
| Half Page    | 70  |
| Quarter Page | 50  |

## Other Show Sponsoring Opportunities

| Item  | £    |
|---|------|
| Show marquee                                      | 4000 |
| Advertising banners                               | 600  |
| Lunch for Competitors                             | 1000 |
| Lunch for Judges, Stewards, Officials and Helpers | 500  |
| First Aid Cover                                   | 900  |
| Raffle Prizes                                     |      |
| Stakes and binders                                | 2000 |
| Publicity   | 2000 |
| Show programme publication                        | 1000 |

## Advertising in the Newsletter

The Newsletter is an A5 tri-annual glossy publication which is sent to our members and distributed more widely to other potentially interested parties

| Page         | £   |
|--------------|-----|
| Back Cover   | 150 |
| Centre Pages | 125 |
| Full Page    | 100 |
| Half Page    | 70  |
| Quarter Page | 50  |

These prices are a one-off charge for the insertion of your advertisement in **THREE** publications of the newsletter.

## Print specifications and deadlines

For both the Show Programme and the Summer Newsletter the copy specification is:

- Full page – 148 x 210 mm
- Half page – 148 x 105 mm
- Quarter page – 74 x 105 mm

The file should preferably be saved in PDF format.

If the advertisement is in colour it should ideally be saved in CMYK or RGB at 300dpi, or greater if the artwork includes images.

The cut-off date for the Summer Newsletter is 15<sup>th</sup> July, but if you have an advertisement in the course of preparation, please let me know and the space can be reserved provided the file can be available by 31<sup>st</sup> July. Should this leave you with insufficient time, don't worry because your advertisement can be included in the next three issues of the Newsletter commencing with the Winter Edition which will contain the Championship results.

The cut-off date for the Show Programme is 30<sup>th</sup> September.

Should there be any aspect you would like to discuss, please contact me:

Clive Bethell

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