



SPONSORSHIP OPPORTUNITIES 2023

newarkvintagetractorshow.com

WHY SPONSOR WITH US



The 20th Newark Vintage Tractor & Heritage Show returns to Newark Showground on 4 and 5 November 2023. The two-day event brings together over 10,000 visitors, vintage vehicle enthusiasts and hobbyists to see hundreds of vintage tractors, commercial vehicles, military and stationary engines from across the UK and Europe.

With more than 900 exhibitors showcasing a vast range of vintage tractors, machinery and associated products in our indoor and outdoor exhibition space, the Newark Vintage Tractor & Heritage Show provides you the perfect opportunity to expose your business and brand to a captive audience of vintage enthusiasts and their families.

Furthermore, you will be supporting the Newark & Nottinghamshire Agricultural Society which is a Registered Charity with the primary objective to promote, celebrate and champion agriculture across the Midlands region.

WHY SPONSOR WITH US



This is an opportunity to reach 1000s of visitors and exhibitors across the whole of the UK.

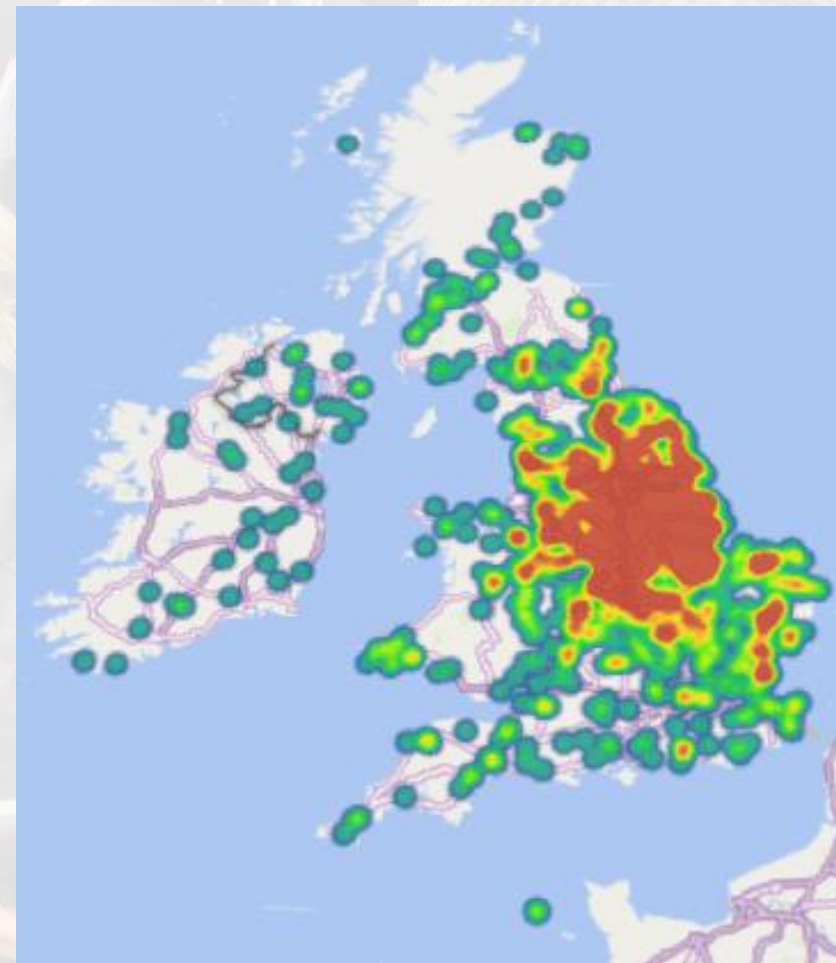
93% Would visit the show again

89% Would recommend the show

87% Were very satisfied with the show

95% Came to see vintage tractors & horticultural collections

We have a range of sponsorship options available which will help you drive brand exposure and provide an enhanced opportunity to reach show visitors prior, during and long after the event. We can also offer the opportunity for private sponsorship or donations from individuals and families.



*Visitor post code heat map from advanced ticket sales

Entrance Sponsorship

SOLD

Sponsor the main public entrance to the show and be the first company visitors associate with upon arrival.

- A6 advert (portrait) to be positioned on advanced E-Tickets
- Banner at public entrance and trade/exhibitor entrance (sponsor to provide)
- Full page advert in Show Guide reaching 1000's of visitors
- Product Placement at main public entrance
- Commentator announcements throughout the weekend
- Company logo on layouts/map featured in Show Guide
- Company logo featured on Sponsors Board
- Company logo on our website and all relevant marketing material including digital, social and print.
- 6 x VIP wristbands which will allow weekend entry to the show and exclusive entry to the members and sponsors area with light refreshments.

£1,500 plus VAT



George Stephenson Exhibition Hall

SOLD

The George Stephenson Hall will have tremendous footfall across the weekend, including an early congregation for a Service of Remembrance held amidst the vintage tractors.

- Product Placement at Hall entrance
- Full page advert in the Show Guide reaching 1000's of visitors
- Banner at Hall entrances and inside (sponsor to provide)
- Commentator announcements throughout the weekend
- Company logo on layouts/map featured in Show Guide
- Company logo featured on Sponsors Board
- Company logo on our website and all relevant marketing material including digital, social and print.
- 6 x VIP wristbands which will allow weekend entry to the show and exclusive entry to the members and sponsors area with light refreshments.

£1,350 plus VAT



Show Guide Advert

By advertising in the A5 Show Guide, you have the unique opportunity to reinforce your visibility to the show audience. Many visitors will retain the guide long after the event therefore your advertisements continue to work as a constant marketing tool, long after the Show is over.

½ Page - £300.00 plus VAT

Full Page - £500.00 plus VAT

Smaller sizes available on request. Limited availability. Be sure to book in advance!

Digital Banner – Place a digital banner advert on the visitor registration page for £250.00 + vat

Display a company banner on the showground for the duration of the show for an additional £100 plus VAT! Banner to be provided by sponsor.



£5

5th - 6th November 2022

**NEWARK
VINTAGE
TRACTOR &
HERITAGE
SHOW**

Show Guide 2022

newarkvintagetractorshow.com

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Sponsors

Thank you to all our 2022 sponsors.

Paul Ducksbury Charles Lawrence Ian Burgin

N Newark Showground

Create inspiring events with our flexible spaces

- Business Meetings
- Conferences
- Exhibitions

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Ready to shape your next event?

The Club for all Ford and Fordson enthusiasts the oldest in the UK and the best

For membership enquiries, technical advice, registration assistance and much more contact us via our website at

www.fordandfordson.co.uk

Wishing the organisers and all participants of Newark Vintage Tractor & Heritage Show a successful and enjoyable weekend

RUSSELLS
russells.uk.com

NEW HOLLAND AGRICULTURE

DEPOTS AT: YO17 | DL6 | YO51 | DN14 | DL8 | DE6 | NN14 | DE4 | NG22 | LE14

HUNDREDS OF NEW AND USED ITEMS IN STOCK: russells.uk.com



Class Sponsorship

Choose between classes 7 to 49 to sponsor where visitors will see vehicle displays from popular clubs such as Friends of Ferguson, Ford and Fordson Association, International Clubs, Blue Force and Land Rover.

- Logo or name on Sponsor board.
- Logo or name in the Show Guide with class title 'kindly sponsored by...'
- Logo or name on winners' certificates
- Commentator announcement
- Company logo and URL on website homepage
- Opportunity to present the class at the awards ceremony at 6pm on Saturday 4th Nov.
- 2 x VIP wristbands which will allow weekend entry to the show and exclusive entry to the members and sponsors area with light refreshments.

£200.00 plus VAT (per class)

Display a company banner on the showground for the duration of the show for an additional £100 plus VAT! Banner to be provided by sponsor.

Celebratory Class Sponsorship

In line with previous years, the Show will be celebrating a number of key anniversaries in the Vintage Tractor and Machinery calendar!

- 1/2 page advert in the show guide. *Upgrade advert to Full page for an additional £150.00 + vat*
- Logo or name on Sponsor board.
- Logo or name in the Show Guide with class title 'kindly sponsored by...'
- Logo or name on winners' certificates
- Commentator announcement
- Company logo and URL on website homepage
- Opportunity to present the class at the awards ceremony at 6pm on Saturday 4th Nov.
- 2 x VIP wristbands which will allow weekend entry to the show and exclusive entry to the members and sponsors area with light refreshments.

£350.00 plus VAT per celebratory class (classes 1-6)

Display a company banner on the showground for the duration of the show for an additional £100 plus VAT! Banner to be provided by sponsor.



"You Are Here" Boards

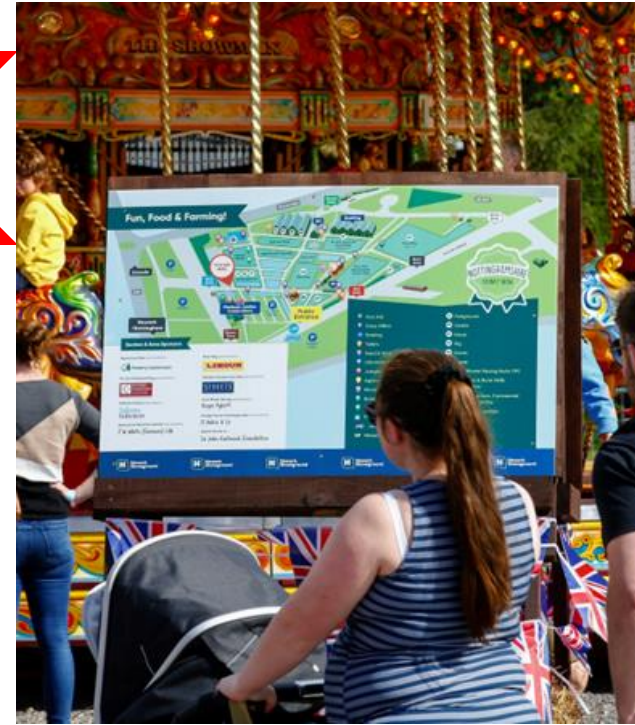
We will be displaying large showground plans at 6 locations around the Show and these will be used extensively by visitors over the weekend.

- 6 boards available all featuring “Sponsored by” and your logo with enhanced stand location
- Company name on Sponsor board.
- Company logo in the Show Guide.
- Company logo and URL on website.
- 2 x sponsor badges which will allow weekend entry to the show and exclusive entry to the members and sponsors area with light refreshments.

£250 plus VAT per board **

(includes production of signage)

**** Commit to all 6 boards for £1500 plus VAT and get a ½ page advert in the Show Guide (worth £300)**



Sunday Sort-out

The ever-popular Sunday Sort-out autojumble returns with many collectors and restorers selling off lots of items which are too good to scrap. It's like one great treasure hunt for likeminded enthusiasts and you can be a part of it!

- 2 banner placements in the Sunday Sort-out (sponsor to provide)
- Space to position a 3m x 3m stand in the zone
- Commentator announcement
- Company logo on all relevant marketing material including digital, social & print
- 2 x VIP wristbands which will allow weekend entry to the show and exclusive entry to the members and sponsors area with light refreshments.

£800 plus VAT

'Friends of The Show' Package

- A years membership to Newark & Nottinghamshire Agricultural Society for up to 4 friends or family
- Entry to the show for which will allow weekend entry to the show and exclusive entry to the members and sponsors area with light refreshments.
- Entry to the Nottinghamshire County Show and more benefits can be viewed on www.nottinghamshirecountyshow.com/membership

£110.00 plus VAT

Combining Shows

Just 3 days after this show, Midlands Machinery Show will be taking place on 8 & 9 November, and we'd like to offer you the opportunity combine your sponsorship opportunities and take advantage of potential bundle offers!

Please contact me to discuss options.



Get in touch:

If you are interested in any of these opportunities and to discuss these options further, or if you are interested in a tailor-made package, contact:

Francesca Hayes

Trade Stands & Sponsorship Sales Officer

email: francesca.hayes@newarkshowground.com or tel: 01636 705796