

# SPONSORSHIP OPPORTUNITIES



GLOBAL  
CHEESE AWARDS  
FROME • Est 1861

TRADE & JUDGING: THURSDAY 7<sup>TH</sup> SEP  
PUBLIC SHOW DAY: SATURDAY 9<sup>TH</sup> SEP

2017

[GLOBALCHEESEAWARDS.COM](http://GLOBALCHEESEAWARDS.COM)

# FROME CHEESE SHOW



## DATES & DETAILS

**Judging & Trade Day: Thursday 7<sup>th</sup> September 2017**  
**Public Show Day: Saturday 9<sup>th</sup> September 2017**

**Showground address: Bunns Lane, West Woodlands, Frome, Somerset, BA11 5ES**

**Frome: 4miles, Bath: 12miles, Bristol: 30miles**

**With 20 000 visitors each year and a 156 year history; it's one of the oldest & largest one-day Agricultural Shows in the country**

**Held on the second Saturday of September each year; the date is well known throughout the local community and with visitors from further afield**

**The Global Cheese Awards attracts exhibitors and enthusiasts from far and wide and forms a huge part of the event**

**There's also all the features of a proper country fair and agricultural show that draws families and friends from miles around**

**The Frome Show has always been well regarded by the regional agricultural scene; attracting many exhibitors and supporters each year. They are joined by the ever increasing numbers of visitors looking for a fun, good value day out that suits all the family.**

**Frome itself has become an idyllic weekend destination for friends and families to escape cities and experience the West Country whilst still offering plenty of fine eateries, shopping outlets and quality entertainment.**

**This year the Society has invested in their marketing strategy to attract more of these visitors to the show as well as of course reminding those who already know about it to come along and enjoy a wonderful fun filled day out**

**With new attractions, incredible variety in entertainment, excellent food and drink outlets and of course an amazing amount of cheese, we hope this year's show will be bigger and better than ever!**



# WELCOME TO FROME

It is with great pride that I introduce the 2017 Global Cheese Awards and Frome Cheese Show to existing and potential sponsors. Over the last 156 years the Frome & District Agricultural Society has been showcasing the cheese industry and the 2017 event will be no different

Whilst acknowledging the importance and success of leading manufacturers and retailers we also look to highlight the relatively new era of artisan cheese making and selling as its popularity grows

We are lucky to be well supported by exhibitors, judges and stewards on the Awards day many of which visit the trade stands within the cheese pavilion and stay on for the evening award ceremony which we invite all sponsors to attend. This year we hope to feature a cheese & wine pairing demonstration hosted by Angela Mount prior to the dinner and will also be inviting sponsors, committee members and guests of the Society to attend hopefully making it even more enjoyable for all

Last year we were thrilled to have over 1100 entries in the Thursday Awards all of which remained on display making quite the spectacle for Saturday's 20 000 show visitors. This provides us with a fantastic opportunity to showcase the wealth, variety and popularity of cheese currently on the market.

Whilst the promotion and celebration of agriculture and cheese is one objective of the Society, another, which must not be overlooked, is education. As a society we are tasked with encouraging better understanding of agricultural practices and how food products (including cheese) is produced. With that in mind we will be dedicating more of the show site generally and an area within the cheese pavilion to education; allowing for demonstrations, displays and interaction with the general public on the Saturday.

The following pages highlight how the Global Cheese Awards operates and how indeed you as a sponsor can get involved. There are plenty of options dependent on budget and the audience you wish to target.

I very much look forward to welcoming you as a sponsor to this year's Awards and Cheese Show

**Christopher Stilton**

Global Cheese Awards & Frome Show Cheese Committee Chairman



# THE CHEESE PAVILION



## Thursday 7<sup>th</sup> September

### Global Cheese Award Judging

Entries come from across the globe to feature in the highly prestigious awards. We very much look to highlight the artisan and farmhouse cheese maker markets with our classes as well as of course acknowledging the larger more established brands from across the world

### Trade Exhibitors

Make the most of the B2B element of our judging day by visiting the trade stands within the cheese pavilion.

### Cheese & Wine Pairing with Angela Mount

We're thrilled to be working again this year with Angela, a local wine expert who will be guiding our guests through a selection of wines and their most suitable cheese counterparts

### Society Dinner & Global Cheese Awards Presentations

Enjoy the company of fellow sponsors, exhibitors, judges as well as members of the Agricultural Society whilst dinner is served and awards from the day's judging are presented

## Saturday 9<sup>th</sup> September

### Public Admission to the Cheese Pavilion

The cheese on display within the marquee really is quite the spectacle that thousands of our show visitors relish coming to see! We also have a number of artisan cheese sellers showcasing their products for customers to try and buy as well as a new education zone of the pavilion

### Cheese Bar

Relax with a drink and a taste of cheese in the pavilion's catering area!

### Cookery Theatre with celebrity chefs

Learn from the best as chefs including *The Great British Menu's* Josh Eggleton showcase their skills to a live audience

### The Great Frome Cheese Off Competition

See members of the public, food bloggers and charities go head to head in each of our cheese themed cooking rounds!

### Outside the Cheese Pavilion

With Agriculture and Equine show classes, Livestock Village Exhibition Area, Trade Stands, Food Halls, Horticultural and Homecraft Exhibitors, Arena Attractions, Walk About Entertainers, Countryside Pursuit Area, Funfair, Music Stage, Family Dog Show and much more!



# SPONSORSHIP OPTIONS

## Key Sponsorship

Put your company name to the Global Cheese Awards and the Cheese Pavilion with a general sponsorship package. Receive excellent exposure in all aspects of the trade day, awards evening and on Saturday both in and out outside the cheese pavilion  
**From £3000**

## Associate Sponsorship

Put your company name to the Global Cheese Awards and the Cheese Pavilion with a general sponsorship package. Receive excellent exposure in all aspects of the trade day, awards evening and on Saturday both in and out outside the cheese pavilion  
**£2000**

## Judges' Packs

We are extraordinarily lucky to have on our database hundreds of industry judges many of which generously give their time and expertise to come judge at the awards. Reach all of them with your branding on all correspondence we have with them in advance of the show; including emails, letters and pass packs  
**£750**

## Exhibitor Packs

Our exhibitors bring or send cheese to be judged at the awards from across the world. All receive information and passes prior to the event which could include your logo and leaflets. Any information sent via email will also display your logo  
**£500**

## Classes and Categories

With over 160 classes in 30 categories across the cheese, butter, cream, yogurt & retailer sections, there are plenty of opportunities to promote your brand in association with one from being named in the catalogue to having your logo in the background of the awards presentation photos  
**From £250**

## Results

All the results from the 170 classes will be put on our website and distributed to exhibitors as a document that could feature your logos. Reach entrants at the event and even those who couldn't make it; they'll all be looking to see how they did!  
**£500**



# SPONSORSHIP PACKAGES



## **The Global Cheese Awards Presentation**

Have your branding behind the awards presentation podium throughout the Thursday evening dinner and award ceremony. You will of course be credited in all pre and post event publicity.

**£1000**

## **Cookery Theatre Ingredients and Demos**

Sponsor a complete demonstration or have your products used during one. You'll receive plenty of brand mentions and benefit from excellent photo opportunities as well as the chance to chat with our celebrity chefs who take part

**Ingredients Sponsorship: £250**

**Demo Sponsorship: from £1000**

## **Educational Area**

This year the Society is focusing even more on its key objective of education and giving the general public more information on the cheese industry and where cheese comes from. Put your name to the interactive exhibition area of the Pavilion on the Saturday where all aspects of production will be showcased

**£500**

## **The Great Frome Cheese Off**

After its successful launch last year, we will be doing more to promote this feature of the cookery theatre, inviting members of the public to apply to take part in cheese themed competition rounds using social media channels, the show website and local press. Associate your brand with all this pre-show publicity as well as of course the competition itself; present or perhaps supply prizes or possibly even help our celebrity judges decide the winners!

**£750**

## **Awards Evening Entertainment**

As mentioned we will be jointly hosting the Awards Evening Dinner with the Frome Agricultural Society; welcoming members of the committees, patrons, other show sponsors and paying guests to join in the festivities. Already planned is the pre-dinner cheese and wine pairing demo and we hope to introduce other features to the evening. Sponsorship will include your branding on menus, tickets and promotional material that will reach a varied audience not just cheese industry specific

**£1000**

Sponsorship benefits depend on the amount sponsored and are targeted to the area you wish to be associated with. Prices stated are subject to change and exclude VAT

# SPONSORSHIP BENEFITS

**General sponsorship benefits are determined based on which package you select. Either let us know how much you want to spend and we'll tell you what you could sponsor or tell us what you want to sponsor and we'll let you know what it will cost!**

## **Cheese Pavilion Bannering**

**Your banners above the entrances to the Cheese Pavilion are bound to be seen by the thousands of visitors as they come in, ideal to direct them to your stand inside!**

## **Main Arena Banners**

**With lots of exciting new acts joining the equine classes, the Main Arena is sure to be busy all day- make sure your banner stands out in front of the crowd!**

## **Entrance Banners**

**Grab the attention of our thousands of visitors as they arrive and exit the show site**

## **Show Guide Adverts**

**This year's Show Guide includes all the useful hints and tips they need for the day such as a site map, trader details and timetables. Your advert will be visible for them all to see!**

## **Catalogue Adverts**

**Every show exhibitor's essential guide to rules, entries and timings - feature in this and you'll be on show to them all!**

## **Dairy Schedule Adverts and Logos**

**Our dairy schedule goes out to thousands of exhibitors in advance; an excellent way to reach your target audience**

## **Leaflet included in exhibitor packs**

**Put your literature in the hands of thousands of exhibitors and traders by including your single page leaflet in our exhibitor packs sent out early August**





# SPONSORSHIP BENEFITS



## **Trade Stands**

Showcase your latest products or brand with a physical presence in the Cheese Pavilion. Chat with existing and meet new potential customers in a relaxed and friendly environment

## **Logo on Promotional Material**

Have your logo on our flyers and posters that are distributed throughout the local area and at other events in the run up to the show

## **Website Logo**

The homepage of [globalcheeseawards.com](http://globalcheeseawards.com) includes a tiered section where all sponsors and supporters can publish a logo with a link to their own website.

## **Website Profile**

Use a dedicated space on our sponsorship webpage of [globalcheeseawards.com](http://globalcheeseawards.com) to tell visitors a bit about your business. You can of course include any show promotions you might be doing as well as a link to your own website

## **Social Media Direct Posts**

Let us introduce you to our Facebook and twitter audiences (currently circa 6000 followers combined) with a specific post about your involvement with the awards. This will be a major marketing channel for us this year and expect a significant increase in traffic on each page

## **Social Media Post Shares**

If you post something relevant or interesting that you would like us to share with our own followers just tag us in it and we'll spread the word!

## **Newsletter Profile**

We'll include some wording from your website profile in one of our newsletters leading up to the show. Our database includes exhibitors, judges, traders and ticket buyers; currently circa 5000 and growing.



# SPONSORSHIP BENEFITS

## **Newsletter Logo**

We can also include a logo with a link to your website in our newsletters again our database is clean and constantly growing; ideal for online retailers

## **Invitation to the Agricultural Society & Global Cheese Award Dinner**

Enjoy a relaxed evening in the Cheese Pavilion that features dinner, speeches and a selection of awards from the day's cheese judging. Meet fellow sponsors and members of the society in an informal setting with superb locally sourced food. Additional dinner tickets may be purchased

## **Public Show Day Benefits**

### **Members Pavilion Lunch**

Enjoy all the benefits of the Member's Marquee with this lovely two course lunch made using local produce and includes a tea or coffee. An excellent way to entertain guests in between exploring the show. Additional lunches may be purchased by sponsors

### **Sponsor & Guest Badges**

Badges allow entry to the wonderful Member's Pavilion that overlooks the Main Arena, has private toilet facilities and various catering options. Additional guest badges may be purchased at a reduced rate by all our sponsors

### **Admission Tickets**

Something of a necessity to come in and enjoy the show! Further reduced price admission tickets can be purchased by sponsors if required

### **Forward Parking Passes**

A specific forward parking area has been created this year for sponsors, patrons and their guests.

Please turn over for a full summary of sponsorship benefits



# SPONSORSHIP SUMMARY

Please see below a summary of the general benefits based on cost of chosen package available to all sponsors of the Global Cheese Awards on top of those specific to the feature you wish to sponsor

	£3,000 - £5,000	£2,000	£1,000	£750	£500	£250
Entrance Banners	✓					
Main Arena Banners	✓	✓	✓			
Cheese Pavilion Entrance Banners	✓					
Show Guide Advert	Full Page	Half Page				
Catalogue Advert	Full Page	Half Page				
Dairy Produce Schedule Advert	Full Page	Half Page	Half Page	Quarter Pg	Quarter Pg	
Leaflet with Schedule	✓					
Dairy Produce Schedule Logo	✓	✓	✓	✓	✓	✓
Logo & testimonial from Chairman	✓	✓	✓	✓	✓	
Showground PA Announcements	✓	✓	✓	✓		
Cheese Pavilion Trade Stand	✓	✓	✓			
Website Profile	✓	✓				
Website Logo/link	✓	✓	✓	✓	✓	✓
Social Media Direct Post	✓	✓	✓			
Social Media Post Shares	✓	✓	✓	✓	✓	✓
Profile in newsletter	✓					
Logo on newsletters	✓	✓	✓			
Logo on promo material	✓	✓				
Leaflets on display in show office	✓	✓				
Sponsor Badges	6	5	4	3	2	1
Guest Badges	2*	2	2	2	1	1
Admission Tickets	8*	7	6	5	3	2
Forward Parking Passes	4	3	2	2	1	1
Members' Pavilion Lunches	6	4	2			
Invite to Society Dinner	6*	5*	4	3	2	1

\*additional invitations available on request (subject to T&Cs)

# SPONSORSHIP APPLICATION

Please return this form to; Amelia Coates, Frome & District Agricultural Society Ltd, The Show Office, Rodden Road, Frome, BA11 2AH or via email to [amelia@globalcheeseawards.com](mailto:amelia@globalcheeseawards.com)

## CONTACT DETAILS

Company Name:	
Contact Name:	
Address:	
	Postcode:
Contact Number:	
Email:	
Show Day Contact Name:	Mobile No:

## SPONSORSHIP REQUIREMENTS

Options	Select
Please contact me to discuss further	
We wish to become a Key/Associate Sponsor	
We wish to sponsor a class	
We wish to sponsor a particular feature of the Awards	
Please detail your specific preferences (class name, feature etc.)	
Please state the amount you wish to sponsor (excluding VAT)	£

## EXTRA REQUIREMENTS

	Price	Quantity	Sub-Total
Society Dinner (Thursday 7 <sup>th</sup> September)	£25		
Saturday Admission Tickets	£10		
Guest Badges	£16		
Members' Pavilion Lunch	£17.50		
Society Donation			
		<b>Total</b>	£

Please provide a high-res version of your logo along with any branding guidelines via email to [amelia@globalcheeseawards.com](mailto:amelia@globalcheeseawards.com)

## PAYMENT & DECLARATION

Please select which payment method you would prefer to use (a PAID receipted invoice will be issued once payment is received and sponsorship confirmed)

Cheque made payable to Frome Show Society		BACS payment to: Sort Code 40 21 19, Account No. 81608495		Please invoice	
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I agree to make the required payments as necessary to secure my sponsorship of the Frome & District Agricultural Society Ltd

Signed..... Date.....

We thank you in advance for your support of Frome Show. Sponsorship is vital to its continued success

Frome & District Agricultural Society

Registered in England & Wales No. 7344699 VAT No. 139905081 Charity No. 1138613





**GLOBAL**  
**CHEESE AWARDS**  
FROME • Est 1861

**Contact**

**Amelia Coates - Show Manager**

**amelia@globalcheeseawards.com - 01373 463600 - 07595 435680**

**Show Office address: Frome Agricultural Society, Rodden Road, Frome, BA11 2AH**