



**GLOBAL  
CHEESE AWARDS**  
FROME • Est 1861

# SPONSORSHIP

Championing the best in the industry since 1851



**Judging & Trade Day: Thurs 6th September - Public Show Day: Sat 8th September**  
West Woodlands Showground - Bunns Lane - Near Frome - Somerset - BA11 5ES



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# WELCOME & THANK YOU

May I take this opportunity to firstly say thank you - thank you to all our existing sponsors for their generous support and thank you to all potential sponsors for taking the time to read this and thinking about becoming involved with our event.

This year, as always, we will strive to make improvements that we hope will enhance the event and cement its future - quite literally in fact as a major development will be that of a permanent 1875msq. exhibition building! It will be used to house the exhibits, trade stands & entertainment for the event but also be able for other events throughout the year. The investment in this project symbolises the support of the Frome Agricultural Society for our cheese section and we hope also shows to both sponsors & exhibitors our commitment to the future of the awards and all they represent

I hope the following information is of interest and look forward to welcoming you to our Trade day in September followed by the fantastic Awards Presentation Dinner; all in our new Pavilion!

Chris Stilton  
Global Cheese Awards Chairman

## The Competition

Last year saw over 1100 entries from across the world with many exhibitors in attendance. We pride ourselves on having classes for everyone from local artisans to large scale producers & retailers

## Network

Our afternoon of judging is the perfect chance to showcase your products or services to fellow sponsors, exhibitors & trade delegates. Take trade space, put out literature or just mingle in the Cheese Bar!

## Celebrate

Following the judging we present the awards over drinks before sitting down to a fantastic locally sourced dinner with other members of the Society, Show sponsors & invited guests.

## Public Show Day

Join us on the Saturday with your trade stand or just as a guest & enjoy all the features of our fantastic show both in & outside the Cheese Hall along with the 20 000 other visitors!

# SPONSORSHIP OPTIONS

HEADLINE .....	£4000
KEY .....	from £2000
ASSOCIATE .....	from £1000
AWARDS PRESENTATION .....	£1250
COOKERY THEATRE .....	£1000
PRIZE CARDS .....	£750
RESULTS .....	£500
ROSETTES .....	£500
EXHIBITOR PACKS .....	£500
TRADE DAY DRINKS RECEPTION .....	£500
CATEGORIES .....	£500
CLASSES .....	£300
JUDGES PACKS .....	£300
STEWARD APRONS .....	£350
CHEESE AUCTION .....	£250
SHELL SCHEME 3x3 TRADE SPACE .....	£325
OPEN 3x3m TRADE SPACE .....	£150
MARKET STALL 3x2m TRADE SPACE .....	£160
(if not included in your package)	

# THANKS TO OUR 2017 SPONSORS



# SPONSORSHIP BENEFITS

As well as full branding and association with your chosen sponsored product we would like to offer sponsors the following benefits. Should you wish to tailor your package please get in touch

## HEADLINE (£4000)

3x3 Shell Scheme Trade Stand  
1 Page Colour Schedule Advert  
1 Page Colour Show Guide Advert  
Arena & Pavilion Banners

10 Awards Dinner Tickets

6 tickets & Sponsor badges  
6 Lunches in the Members' Pavilion  
2 ringside & 1 forward parking passes  
for the Saturday Show

Leaflet in exhibitor packs  
Logo on show promotional material  
Logo, profile and link on website  
Social Media interaction  
Newsletter profile

## KEY (£3000)

6x3 Open Trade Stand  
1/2 Page Colour Show Guide advert  
Arena & Pavilion Banners

8 Awards Dinner Tickets

5 Show tickets & Sponsor badges  
5 Lunches in the Members' Pavilion  
2 ringside & 1 forward parking passes  
for the Saturday Show

Logo on show promotional material  
Logo, profile and link on website  
Social Media interaction

## ASSOCIATE (£1000+)

3x3 Open Trade Stand (Thursday)  
1/4 Page Colour Show Guide advert

4 Awards Dinner Tickets

3 admission tickets & Sponsor badges  
3 Lunches in the Members' Pavilion  
1 ringside & 1 forward parking passes  
for the Saturday Show

Logo and link on website  
Social Media Interaction

## GOLD (£750)

3 Awards Dinner Tickets

2 Admission tickets & Sponsor badges  
2 Lunches in the Members' Pavilion  
1 forward parking pass  
for the Saturday Show

Logo and link on website  
Social Media mention

## SILVER (£500)

2 Awards Dinner Tickets

2 Admission tickets & Sponsor badges  
1 forward parking pass  
for the Saturday Show

Logo and link on website  
Social Media mention

## BRONZE (£250+)

1 Awards Dinner Ticket

2 Admission tickets & Sponsor badges  
1 forward parking pass  
for the Saturday Show

Logo and link on website

For more information please contact:

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