

Cymdeithas
Amaethyddol
Frenhinol
Cymru

Royal
Welsh
Agricultural
Society



Sioe Frenhinol Cymru – Royal Welsh Show 2022

Sponsorship and Advertising Opportunities

Livestock Section

Choose to advertise and support a wide variety of livestock classes, from cattle, sheep, pigs, goats and equine. The Royal Welsh Show has over 8000 livestock entries from across the UK. By supporting a livestock section your business will be promoted in the livestock schedule viewed by all exhibitors, you will be announced as a sponsor during the event and have photograph opportunities to present prizes to the section winners.

Cattle Section

Beef – Fitzhugh Championship £2,000 + VAT

Sheep Section

Sheep Breeds General £2,000 + VAT

Pigs Section

Berkshire Pig Section £500 + VAT

Middle White Pig Section £500 + VAT

Welsh Pigs Section £750 + VAT

Dairy Goats Section

£3,500 + VAT

Equine Section

Coloured Horses & Ponies £1,750 + VAT

Hunters Breeding £1,000 + VAT

Hunters Riding £1,000 + VAT

Leading Rein & First Ridden £750 + VAT

Mountain and Moorland Working Hunter Ponies £1,250 + VAT

Palominos £1,500 + VAT

Pony Trekking £700 + VAT

Private Driving £1,000 + VAT

Riding Ponies Breeding £1,500 + VAT

Show Hunter Ponies £1,000 + VAT

Show Hunter Ponies Breeding £750 + VAT

Welsh Mountain Ponies (Section A)
(Junior & Senior classes & Championship) £3,000 + VAT

Under Saddle	£500 + VAT
Welsh Ponies (Section B)	
(One Junior Class)	£250 + VAT
(Three Senior Classes)	£750 + VAT
Welsh Ponies Leading Rein & First Ridden Championship	£250 + VAT
Welsh Ponies (Cob Type) Under Saddle	£500 + VAT
Welsh Cobs (Section D)	
(Senior Classes & Championship)	£2,250 + VAT
Under Saddle (Two classes)	£500 + VAT
Royal Welsh In Hand Championship	£1,500 + VAT

Fur & Feather Section

Get involved and showcase your business in the busy Fur and Feather Section featuring small animals from chickens, cats and hamsters. This bustling section has 4 days' worth of different exhibitors, meaning your business will have vast exposure, get seen in the schedules and Societies publications.

Poultry, Rabbits, & Cavies	£500 + VAT
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Forestry Competition

Promote your business in the forestry area, showcasing to competitors, the public and other businesses. With promotional opportunities of banners, featuring in the competitions list and photograph opportunities with competitors.

Wood Chopping Competitions	£1,000 + VAT
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Farriery Section

Feature your business in the popular Farriery section, gain exposure to the general public and other businesses by banners, acknowledgment in Society publications and be included in section announcements.

Farriery, Ornamental Ironwork & Live Wrought Ironwork Classes	£1,000 + VAT
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Countryside Care / Country Pursuits Section

Promote your brand in the Countryside area and be seen in the advertising of Countryside competitions. Be involved in having photographs with winning competitors and be heard over tannoy announcements.

Casting Competition	£1,000 + VAT
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Horticulture Classes and Section

Appear in the well supported Horticulture area, promote your business by sponsoring classes or sections. Feature in event publications, display banners to endorse your business and have photographs with competitors.

Variable available £250 - £2,000

Ring Displays

Be part of announcements heard around the rings during displays, be acknowledged in publications and press releases. Be involved in photograph opportunities and have your company branding in the rings.

The King's Troop	£20,000 + VAT
Regimental Band of the Royal Welsh	£15,000 + VAT
Meirion Owen and the Quack Pack	£3,500 + VAT
Black Mountains Falconry Display	£3,500 + VAT
Welsh Sheeptacular	£4,000 + VAT
Trotting	£3,000 + VAT

Bandstand

Entertain the public and get your branding seen in the bandstand area. Gain exposure to passing public and those who stop to watch, display your banners and be part of announcements.

Bandstand Entertainment	£1,250 - £7,000 + VAT
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Vintage Machinery

Feature in the vintage area by highlighting your brand amongst an impressive display. Be showcased in front of a target audience and wider public, feature on our website and receive acknowledgement in Society publications.

Vintage Machinery Display	£3,000 + VAT
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Functions and Luncheons

Put your business at the centre of the room in sponsoring Functions and Luncheons, have your brand announced as a supporter and your logo featured throughout publications. Take up photograph opportunities and prospects of sharing your branding through meals and hosting.

Official Luncheon - Tuesday	£5,000 + VAT
CARAS Function – Tuesday evening	£3,500 + VAT

Children's Wheelbarrow Competition

Feature in the Children's Horticulture Decorated Wheelbarrow Competition and promote your business, with representatives from the winning school being invited to attend the Show. Your business will have vast exposure being included in promotion of the competition and photograph opportunities. The 2022 theme is 'Toy Story'.

Children's Wheelbarrow Competition

£1,000 + VAT