

# Ffair Aeaf Frenhinol Cymru Royal Welsh Winter Fair



**27 & 28 Tachwedd / November 2023**



**Cyfleoedd Noddi a Hysbysebu / Advertising & Sponsorship Opportunities**

*cafc.cymru  
rwas.wales*

*#FfairAeaf  
#WinterFair*

# AMDANO'R FFAIR AEAF FRENHINOL CYMRU ABOUT THE ROYAL WELSH WINTER FAIR

Fel un o sioeau stoc dethol gorau Ewrop, bydd y Ffair Aeaf yn denu'r torfeydd o bell ac agos i fwynhau dau ddiwrnod yn llawn cystadlaethau, dathliadau a siopa Nadolig.

Ynghyd â'r amserlen lawn arferol o gystadlaethau, arddangosfeydd ac arddangosiadau, mae'r Ffair Aeaf hefyd yn cynnig cyfle perffaith i'r siopwr craff brynu anrhegion unigryw a gwreiddiol.

Bydd y neuadd fwyd yn cael ei llenwi gan gynhyrchwyr gorau Cymru yn dangos eu cynnyrch ac yn temptio ymwelwyr i roi cynnig ar yr amrywiaeth o ddanteithion hyfryd sydd ar gael.

**Rhowch ganol y llwyfan i'ch busnes a rhannwch yn ein llwyddiant a hyrwyddwch eich busnes trwy fanteisio ar un o'n cyfleoedd noddi a hysbysebu.**

As one of the finest prime stock shows in Europe, the Winter Fair draws crowds from far and wide to enjoy two-days packed full of competitions, festivities and Christmas shopping.

Along with the usual packed schedule of competitions, exhibitions and displays the Winter Fair also offers the discerning shopper the perfect opportunity to pick up some unique and original Christmas gifts.

The food hall will be packed full of the very best Welsh producers showcasing their produce and tempting visitors to try the wide variety of culinary delights on offer.

**Put your business centre stage and share in our success and promote your business by taking up one of our sponsorship and advertising opportunities.**



# DEWCH YN NODDWR DIGWYDDIAD BECOME AN EVENT SPONSOR

Yn cyflenwi ein noddwyr â llwyfan i dynnu sylw atynt eu hunain a mynediad at gynulleidfa sylfaen o gwsmeriaid.

Rydym yn falch o fod â blynyddoedd o brofiad o weithio gyda chasgliad eang o fusnesau, gan ymfalchïo mewn gweithio gyda noddwyr i gynllunio pecynnau hysbysebu pwrpasol sy'n cwrdd â'u hanghenion busnes ac yn cyd-fynd â'u strategaethau marchnata.

Rydym yn dod â chi i gysylltiad â'n rhwydwaith cyn, yn ystod ac ar ôl y digwyddiad wrth inni eich helpu i Gronni yn ein llwyddiant.

Dewch yn gefnogwr ffyddlon i'r Ffair Aeaf Fenhinol Cymru, wrth inni eich cefnogi wrth feithrin adnabyddiaeth brand ac ymddiriedaeth defnyddwyr.

Providing our sponsors, with a platform to get noticed and access to an extensive customers base.

We are proud to have years of experience in working with a wide collection of businesses. Priding ourselves on working with sponsors to design bespoke advertising packages that meet their business needs and aligns with their marketing strategies.

Gain exposure to our network, before, during and after the event as we help you accumulate in our success.

Become a loyal supporter of the Royal Welsh Winter Fair, as we support you in building brand recognition and consumer trust.

**National**  
television  
coverage

Over  
**30,000**  
visitors

**88%**  
of visitors  
live in  
Wales

**All ages**  
attend  
the event

**Schools &  
Colleges**  
attend the event  
as educational  
trips



## GWNEUD EICH BUSNES YN WELEDIG GET YOUR BUSINESS SEEN

Gyda dros 30,000 o ymwelwyr â'r Ffair Aeaf gwnewch yn siŵr nad ydych yn colli'r cyfleoedd i gyfarfod â chwsmeriaid a chleientiaid newydd ar ddechrau tymor dangos yr haf.

With over 30,000 visitors to the Winter Fair be sure not to miss out on the opportunities to meet new customers and clients at the beginning of the summer showing season.

### Manteision i'ch busnes...

- Cyrraedd at gynulleidfaoedd teledu eang trwy gyfrwng rhaglenni a gaiff eu darlledu cyn, yn ystod ac wedi'r digwyddiadau ar S4C, y BBC ac ITV.
- Arddangoswch eich brand i gwsmeriaid posibl ac ymwelwyr, enillwch y sylw y mae'ch busnes yn ei ddymuno.
- Lluniwch ymddiriedaeth yn eich brand trwy weithio mewn partneriaeth â brand Cymdeithas Amaethyddol Frenhinol Cymru, sy'n cael ei gydnabod yn rhyngwladol.
- Cyrhaeddwch gwsmeriaid newydd a'ch cwsmeriaid presennol i adeiladu eich sylfaen cleientiaid.
- Cynhyrchwch ymwybyddiaeth o'r brand trwy wneud y mwyaf o'n cyfleoedd golygyddol a'n cyfleoedd brandio.
- Manteisiwch ar ein Gwefan a'n hymgysylltiad â'r Cyfryngau Cymdeithasol.
- Hyrwyddwch / Hysbysebwch / Cynhwysiant o fewn cyhoeddiadau a datganiadau i'r wasg; gwneud y gorau o'n cysylltiadau a sylw yn y cyfryngau.
- Defnyddiwch docynnau'r Sioe a bathodynau noddwr i gyfarfod ac ymgysylltu â'ch cwsmeriaid a noddwyr eraill wrth adeiladu eich rhwydwaith busnes.

### Benefits to your business...

- Reaching wide television audiences through programmes aired before, during and after the events on S4C, BBC and ITV.
- Showcase your brand to potential customers and visitors, gain the exposure your business desires.
- Build brand trust from working in partnership with our internationally recognised Royal Welsh Agricultural Society brand.
- Reach new and existing customers to build your client base.
- Generate brand awareness from maximising in our editorial and branding opportunities.
- Benefit from our Website and Social Media engagement.
- Promote / Advertise / Inclusion within publications and press releases; make the most of our contacts and media exposure.
- Utilise event tickets and sponsor badges to meet and engage with your customers and other sponsors in building your business network.

# CYFLEOEDD HYSBYSEBU ADVERTISING OPPORTUNITIES

Mae llawer o gyfleoedd ichi hysbysebu yn y Ffair Aeaf Frenhinol Cymru.

Rydym yn creu pecynnau pwrpasol i gwrdd â'ch amcanion busnes, pa un a oes arnoch eisiau hysbysebu fel prif noddwr neu hyrwyddo yn ein hadran dda byw.

Fel un o sioeau stoc dethol gorau Ewrop, Mae'r Ffair Aeaf yn ymfalchio mewn casgliad o feysydd y gellwch roi lle amlwg i'ch brand ynddynt.

The Royal Welsh Winter Fair has numerous opportunities for you to advertise through our event.

We build bespoke packages to meet your business objectives, whether you want to advertise as a headline sponsor or promote in our livestock section.

As one of the finest prime stock shows in Europe, The Winter Fair boasts a collection of areas in which you can feature your brand.

## Where can you feature

- Cattle Section
- Equine Arena
- Poultry Show
- Meat Hamper Competitions
- Christmas Trees & Festoon Lighting
- Musical Entertainment
- Sheep Section

**Dewch i gysylltiad fel y gallwn gynllunio pecyn ichi a dechrau hyrwyddo eich busnes.  
Get in touch so we can design a package for you and start promoting your business.**



## Packages we offer

Gall pecynnau a chyfleoedd hysbysebu gael eu teilwra'n berffaith i gyd-fynd â'ch anghenion a'ch cyllideb. Pa un a ydych â diddordeb mewn rhoi hysbyseb mewn catalog, mewn noddi dosbarth da byw neu ddod yn brif noddwr yn ein digwyddiad, mae yna gyfle ar gael ar eich cyfer.

Advertising packages and opportunities can be tailor-made to suit your needs and budget. Whether you are interested in placing an advert in a catalogue, sponsoring a livestock class or becoming a main sponsor at our event, there is an opportunity available for you.

	£500 +VAT	£1,000 +VAT	£2,500 +VAT	£5,000 +VAT	£10,000 +VAT
Banners	1	2	6	10	15
Sponsors Badges	2	4	6	8	10
Admission Tickets	4	6	14	24	45
Meal Tickets	2	4	8	16	32
Forward Area Car Parking Pass	1	2	4	6	8
Complimentary Copies - event publications	1	1	1	1	1
Acknowledgement in official event publications	✓	✓	✓	✓	✓
Opportunity for publicity photographs	✓	✓	✓	✓	✓
Use of sponsors' hospitality area	✓	✓	✓	✓	✓
Opportunity to present prizes and awards (where appropriate)		✓	✓	✓	✓
Privileged access into the competition ring during sponsored class/section (where appropriate)		✓	✓	✓	✓
Commentator and tannoy announcements		✓	✓	✓	✓
Company logo and link on the official RWAS website			✓	✓	✓
Ability to use 'Sponsor of RWAS Winter Fair' and logo on official advertising and joint branding			✓	✓	✓
Personalised social media promotion via the Society's Twitter and Facebook accounts				✓	✓
Promotion in relevant press release (pre and post event)				✓	✓
Editorial and branding in Society's digital newsletter				✓	✓
Free reservation of meeting room with WiFi access during event					✓
VIP tour of the Fair					✓
Opportunity for media coverage and advertising segments on digital screens (if available)					✓
Other activation opportunities for brand awareness, advertising and sales					✓

# BETH NESAF WHAT NEXT



I gael mwy o wybodaeth am becynnau hysbysebu sydd ar gael cysylltwch â'n tîm hysbysebu os gwelwch yn dda.

Edrychwn ymlaen at eich croesawu i'r Ffair Aeaf Frenhinol Cymru ac at ddod yn bartner gwerthfawr.

For more information on advertising packages available and bespoke opportunities please contact our sponsorship team.

We look forward to welcoming you to the Royal Welsh Winter Fair and becoming a valued partner.

**01982 553683**

**[sponsorship@rwas.co.uk](mailto:sponsorship@rwas.co.uk)**

Royal Welsh Agricultural Society  
Royal Welsh Showground  
Llanelwedd  
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