



ROYAL
HIGHLAND
SHOW



Sponsoring
Success

Your Opportunity





ROYAL HIGHLAND SHOW

The Royal Highland Show is one of Scotland's most iconic brands - universally acclaimed as the showcase for all that's good about Scottish farming, food and the countryside.

Scotland's premier outdoor event, it attracts a diverse audience of urban and rural visitors and presents a unique opportunity for connecting with your market, a platform to...

- share centre stage with other iconic brands
- achieve prominence in a crowded marketplace
- foster brand loyalty by engaging with consumers
- court opinion formers and make contacts
- gain business with £100 million spent or pledged at the show.

The Royal Highland Show.
Sponsoring Success.



Brand Value

The Royal Highland Show is a brand with a value - Scotland's leading summer event with a special place in the calendar for visitors from both country and town; an event for business and pleasure with a core audience of more than 160,000* from Scotland, other parts of the UK and abroad.

Through publicity and marketing, many thousands more at home and internationally are aware of its importance.

Success Story

The Royal Highland Show is one of Scotland's success stories – a distinguished history of achievement and in recent times, a focus on forging links between the urban audience and rural business and country life.

From prime livestock to fine food, from serious business to fun and entertainment, it's an event with wide-ranging appeal...

- Largest food and drink exhibition in Scotland including a Cookery Theatre featuring top chefs
- The best display of farm machinery, equipment and services in the UK
- Top quality equestrian events and show-jumping to Grand Prix standard
- The UK's premier showcase for the finest cattle, sheep and horses
- Demonstrations and competitions – rural skills, forestry, farriery, handcrafts
- Musical entertainment from exotic sounds to traditional pipes and drums
- Outdoor living, crafts, fashion, lifestyle, shopping
- Countryside Area dedicated to country sports and other rural pursuits

* Five year average – 160,521. Record attendance 176,522 in 2009.

Support Through Sponsorship

Many companies and organisations have chosen to support the Royal Highland Show through sponsorship and, through this medium, have gained tangible benefits from a relationship built over a number of years.

The show offers a multitude of sponsorship opportunities - from a simple ringside banner to the support of major show features. It's ideal for fostering brand loyalty, achieving presence, making connections, influencing opinion, engaging with 160,000 consumers.



What Our Sponsors Say



"We are delighted to be the major sponsor of such a successful show. With the bank's own high profile position in agriculture and rural industry, it is appropriate that we are associated with Scotland's flagship event with its impressive track record of innovation and improvement. The fact that surveys indicate more than 80% of show visitors are aware of our sponsorship, makes our association more than worthwhile."

Jimmy McLean, Head of Agricultural Services



"The Cookery Theatre in the Education Centre ticked all the boxes for us - it delivered a strong healthy eating message by engaging children with a fun, hands-on approach to food preparation. We were impressed with the assistance and input from the show organisers in staging an action-packed, fun and professional presentation that the youngsters loved. The end result exceeded our high expectations."

Colin Middlemiss, PR Controller



"Technical innovation has been at the forefront of Hillhouse Quarry Group's various operations from quarrying through to road surfacing and concrete production. Our customer base has always included farmers and with our parent company involved in agriculture in Scotland and England, it was a natural decision to sponsor the show's awards for innovation. Whatever the industry, it is good to play a part in advancement and progress."

Richard Vernon, Director



"With renewable energy now high on the political and economic agenda, it was appropriate that Scottish Hydro, as a major utility provider, were associated with the show's focus on this expanding sector. The large show attendance presented us with a unique opportunity to inter-face with a fantastic cross section of urban and rural customers - from large business consumers to small domestic users and allowed a sound platform for sales generation."

Liam Barn, Sponsorship Account Manager



"On a personal level I have been involved with show-jumping for many years and wanted to support that section of the show. On a business level, we transport potatoes, grain and fertiliser for the farming community. We very much appreciate that business. But as well as giving something back to the industry through our show sponsorship, we also hope our involvement will attract new customers."

Andrew Black, Managing Director

Your Opportunity

There is an opportunity for you or your business to be a sponsor of the Royal Highland Show.

You may have your own brand message to communicate, you may be looking to influence a core audience, you may wish to entertain clients and business contacts or you may want to be seen to be supporting one of Scotland's great annual events.

Whatever your options...we can tailor a sponsorship package to suit your specific requirements.

Make A Difference To Your Business

- Create positive PR and raise awareness
- Build brand positioning through associated imagery
- Support sales promotion campaigns
- Encourage commitment to your company or product

Sponsorship Benefits

- Tickets to the show
- Privileged parking
- Sponsor badges and access rights
- Sponsor guest badges
- Sponsors area with free tea/coffee
- Private catering facilities
- Printed material in Press Centre
- Opportunity for product launches/major announcements

Sponsor Recognition

- Presentation of prizes with photo-opportunity
- Banners/signage
- Show Catalogue listing
- Show Guide listing
- Royal Highland Show website
- RHASS Members' magazine listing
- PA announcements





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For further details on "sponsoring success"...have your marketing or sponsorship department contact the Royal Highland Show Manager David Dunsmuir on 0131 335 6206 or Email davidd@rhass.org.uk

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