

# KNOT TYING COMPETITION SPONSORSHIP

Located in the centre of the showground between the main food and drink area and show sponsors Först.

This attraction is a fantastic chance for showgoers to have some fun with friends and colleagues putting their skills to the test against each other and the clock. For almost a decade no one has been able to beat Matt Graham's incredible times, often completing all 5 knots in 18 seconds or less. Sponsorship also provides excellent branding in a central part of the showground. Sponsorship also covers the cost of construction and staffing the attraction with the support of arboricultural association volunteers.

## SPONSOR BRIEF

- Option to provide a large banner on either side of the knot tying frame itself and any other applicable signage.
- Branding also included on all promotional material and communications relevant to the attraction.

## BENEFITS TO THE SPONSOR:

- Reach over 50,000 through Association marketing campaign including targeted Facebook advertising.
- Option to fill part of the space with an exhibit / technical advice. Timetabled or for the duration of the event.
- Banner space for promotion of the sponsor – including banners/flags at the top of the scaffold.
- Sponsor branding on all promotional materials, show guide, notice board and relevant Association website pages.
- Sponsor banner outside showground and on the relevant screens inside the AA tent, on all promotional materials, show guide and relevant Association website pages.
- Sponsors recognised on all pre and post event coverage meaning your sponsorship will reach even further afield.
- Reach all visitors with prime brand visibility and multiple sponsor event noticeboards located near the Arb Worker Zone (optional).
- Free Advert in 3x Association eBlast and Training email newsletters.
- Editorial in Summer issue of ARB Magazine on chosen product/ Subject.
- Free Full Page Inside Front Cover ad in Summer Issue of ARB Magazine. Banner advert on top 3 Help and Advice pages on Association website (6 months).

**Cost of standalone sponsorship for activity:**  
**£1,500 +VAT**



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