

THROWLINE COMPETITION SPONSORSHIP

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

Sponsorship of this hugely popular attraction provides an excellent branding opportunity on one of the site's key attractions which can be seen from across the showground. The competition draws both competitors and crowds drawn into the spectacle, or those taking a break from exploring the network of trade stands. It also covers the costs of constructing and staffing the attraction.

SPONSOR BRIEF

- Option to provide a large banner on either side of the throwline frame itself and any other applicable signage.
- Throwline area tent displays sponsor banner/logo, also included on all promotional material and communications relevant to the attraction.

BENEFITS TO THE SPONSOR:

- Acknowledgement and mention as main sponsor in all PR and online advertising campaigns (Facebook, Google, Instagram, Arbtalk).
- 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 at the top of the throwline 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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