

ACTIVITY ARENA SPONSORSHIP

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

THROWLINE COMPETITION: £2,000 + VAT

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.

KNOT TYING COMPETITION: £2,000 + VAT

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 each activities 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.
- 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.
- 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 Association 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 sponsorship for activity arena: £3,500 +VAT

