



Beer & Cider Festival Sponsorship Opportunities

As part of this year's Beer & Cider festival as part of the Country fair we will be providing live entertainment from Friday evening through to Sunday night.

We are very keen to support live music, and feel this will add to the enjoyment of the festival over the weekend. We also would like to cover the out of pocket expenses of all the musicians and the stage production crew; therefore, we are looking for sponsorship to fund this.

Below are the marketing packages we have prepared and the benefits that we can offer your business in terms of promotion through the East Riding County Fair at Driffield Showground.

The Main Ring, Beer & Cider festival and Horse Show will form the central focus point of the East Riding Country Fair and offers the potential for maximum sponsorship opportunities. The Driffield Showground has a prestigious reputation within the equestrian world and the main ring at the Country Fair provides the platform to showcase this to up to 12000 people throughout the weekend, we can't guarantee the weather but we can guarantee a great day out for all the family!

Gold Package – Available for £500

- Your company logo in publicity and advertising (Subject to deadlines)
- A stand of your choice of size at the event, overlooking the main horse competition.
- 2 Banner sites in the main horse ring at key locations & 1 banner site in the activity ring.
- Single Banner on the backdrop of the stage
- Link on website and mentions across social media to 6000 followers.
- Tannoy announcement across the weekend as a key sponsor.
- An opportunity to include an A5 flyer in the trade stand confirmation packs.
- 6 free tickets to the event and allocated sponsors parking.
- Press release mentioning your company as a key sponsor.
- Hospitality package in the Beer Festival.

Silver Package – Available for £250

- A stand of your choice of size at the event.
- 2 Banner sites in the main activity ring.
- Single Banner on the stage Backdrop.
- Link on website and mentions across social media to 6000 followers.
- Tannoy announcement across the weekend as a key sponsor.
- 6 free tickets to the event and allocated sponsors parking.
- Press release mentioning your company as a key sponsor.
- Hospitality package in the Beer festival.

Bronze Package – Available for £100

- 2 Banner sites in the main horse ring at key locations & 1 Banner site in the activity ring.
- Single Banner on the main stage backdrop.
- Tannoy announcement across the Weekend as a key sponsor.
- 6 free tickets to the event and allocated sponsor parking
- Hospitality package in the beer festival

All banners would need dropping off at the Showground 2 weeks prior to the event