

# DISCOVER RUTLAND EXHIBITION VAN 2026/2027 – SPONSORSHIP PROPOSAL

Discover Rutland will be attending a series of major country shows in 2026, showcasing the very best of Rutland's hospitality, food & drink, attractions and local businesses. To elevate our presence and promote the region more effectively, we are seeking sponsorship partners who want visibility at high-footfall events and with the trusted Discover Rutland brand.

Our fully branded Discover Rutland Exhibition Van will travel to each show, offering businesses a unique mobile advertising platform and the chance to place their brand directly in front of thousands of potential visitors.

## SPONSORSHIP

Your support will help cover the costs of:

- Event stand fees
- Transport and logistics
- Van setup and branded display improvements
- Production of promotional content and show literature/materials (leaflets, maps etc)

In return, sponsors receive premium promotional exposure across all event days and pre-show marketing. Competitions will be running throughout our show season which will include featured businesses.



# SPONSORSHIP BENEFITS



## PRODUCT & LITERATURE DISPLAY

- Inclusion of your leaflets, brochures, or promotional materials inside the exhibition van, available at the stand and within goody bags.
- Distribution of materials to thousands of show attendees.
- Priority placement for premium sponsors.

## DIGITAL & VIDEO EXPOSURE

- Feature your business video or advert on the TV screens inside the van, running on a loop throughout every show day.
- Opportunity to showcase product demonstrations, behind-the-scenes footage or brand stories.
- Pre-event social media shoutouts featuring your video

## ON-SITE VISUAL BRANDING

- Space for your A-board positioned outside or around the van for maximum visibility.

## ONLINE & MARKETING VISIBILITY

- Sponsor mentions in pre-show email newsletters and social posts.
- Tagged social media content from events.

Sponsorship isn't just support - it's investment in Rutland's visitor economy and a way to highlight your business to both residents and tourists.

# SPONSORSHIP COSTS

## 2026 SHOWS

| SHOW                    | ATTENDEES     | SPONSORSHIP COST |
|-------------------------|---------------|------------------|
| EAST ANGLIAN            | 50,000        | £2,500.00        |
| RUTLAND COUNTY          | 15,000        | £500.00          |
| ROYAL THREE COUNTIES    | 92,000        | £4,600.00        |
| GLOBAL BIRD FAIR        | 14,700        | £500.00          |
| GREAT YORKSHIRE SHOW    | 140,000       | £7,000.00        |
| RUTLAND FLOWER SHOW     | 23,000        | £750.00          |
| CHATSWORTH COUNTRY FAIR | 50,000-70,000 | £2,500.00        |