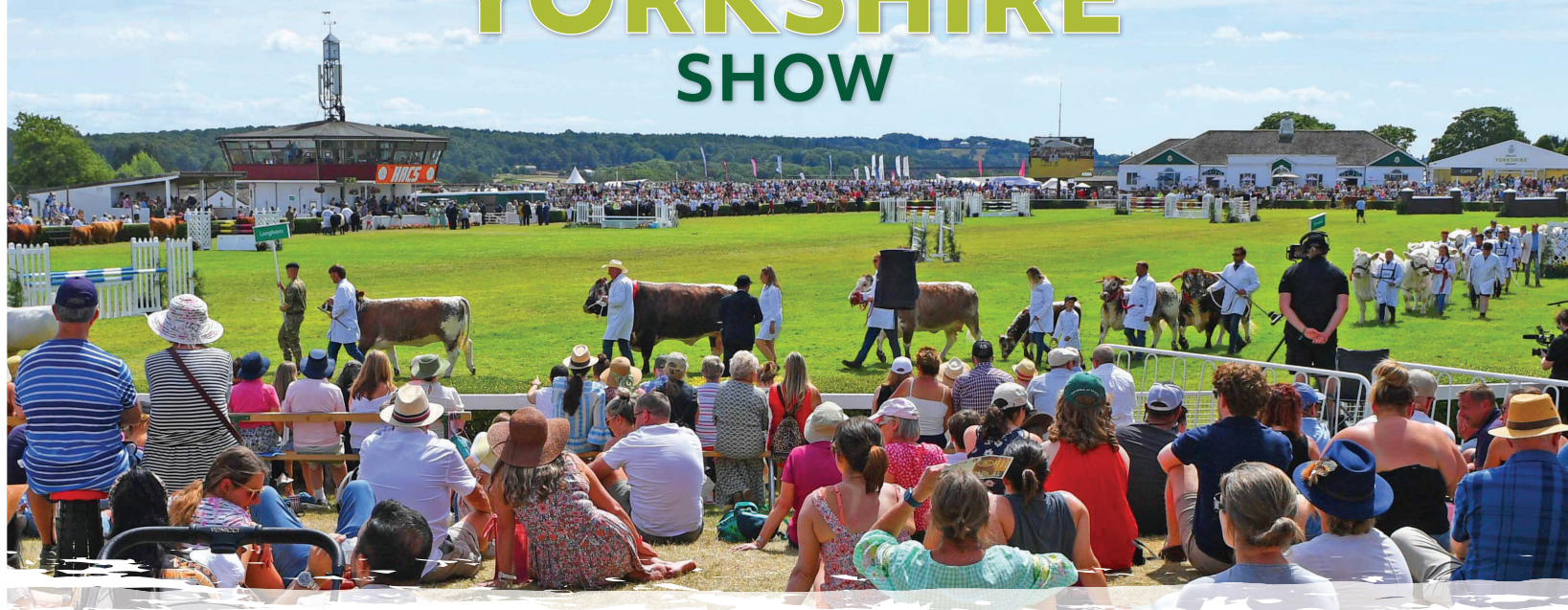




GREAT YORKSHIRE SHOW



Sponsorship of the Great Yorkshire Show



Tuesday 13 - Friday 16 July 2027

The Great Yorkshire Show raises funds for the Yorkshire Agricultural Society, a registered charity helping to support and develop an environment where farming, food and the countryside thrives and grows. Company Reg No 01666751 | Reg Charity No 513238.

Become a Sponsor of the *Great Yorkshire Show*



- Over 140,000 visitors
- 1,000 + trade stands
- 8,500 animals
- National platform for brand visibility
- Prime location for industry engagement
- Political visits
- Competitive classes
- World class Main Ring performances
- Bespoke packages available from £5k

Elevate your brand at one of the UK's most celebrated agricultural events



Sponsorship Benefits

- Bespoke packages
- Hospitality in the ringside Sponsors Pavilion
- VIP parking
- Grandstand tickets
- Big Screen advertising
- Presentation of prizes*

'The Great Yorkshire Show is a popular and renowned event that appeals to a diverse range of businesses and members of the general public, not only from the local community but from across the country. Sponsoring the Show is a fantastic way to raise awareness and we are proud to be associated with such a well-respected and successful event!'

HACS - Sponsors of the Control Tower



*presentation of prizes where applicable

Over 140,000 visitors across 4 days

Social Media

8.7m
reach across all
social media platforms

165k
Social media
followers

2k
YouTube subscribers

National TV Coverage

BBC

itv

5

4.81m
AVE

801m
total media reach

1.76k
press articles

EMAIL

110k

subscribers

WEBSITE

3m
clicks



15k

Programmes
distributed

Where does your sponsorship go?

All profits raised from sponsorship fund the charitable work of the Yorkshire Agricultural Society, helping to support farming, food and the countryside. Your sponsorship enables the Society to fund:

- Wellbeing events for farmers including first aid courses, mental health awareness training and community events.
- Training, bursaries, and scholarships for personal and professional growth.
- Free Teacher Courses - empowering educators to take learning outdoors.
- Farming networks to connect industry professionals, share knowledge, and amplify the farming community's voice.
- Yorkshire Farming Conference, a major annual industry event.
- Grants to promote farming and rural life.
- Plus much more



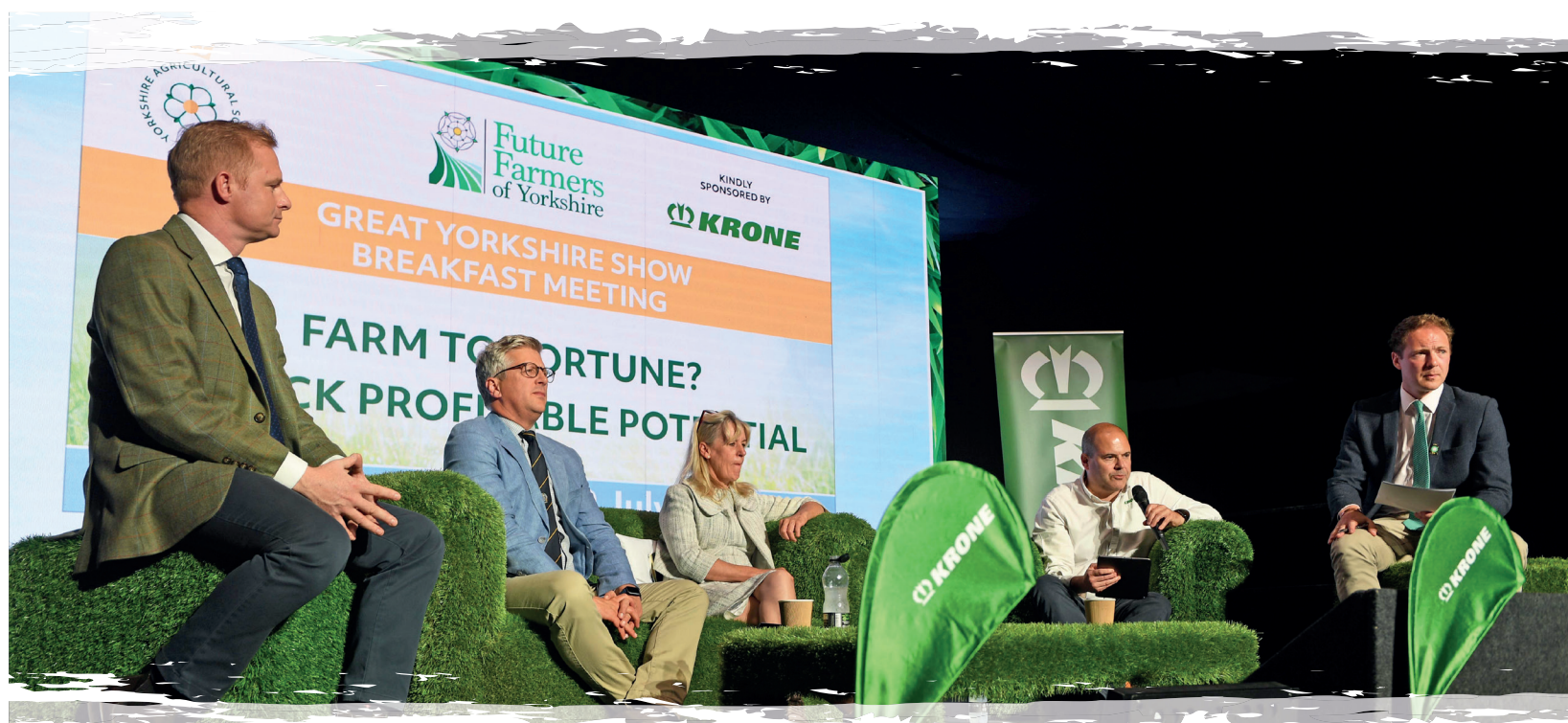
Your sponsorship contributes to our annual free educational event; Countryside Days. In 2025 this won the Yorkshire Post Rural Awards Educational Initiative of the Year.



THE YORKSHIRE POST
RURAL AWARDS
2025 WINNER



Sponsorship opportunities at the *Great Yorkshire Show*



Future Farmers Breakfast Meeting

The Future Farmers Breakfast Meeting is a sell-out event which takes place on the Wednesday morning of the Great Yorkshire Show.

Sponsorship of the Future Farmers Breakfast Meeting will include:

- Banners on stage
- Involvement in Future Farmers Breakfast Meeting Panel
- Mention in Commentator's notes
- Full page full colour advert in the Souvenir Programme
- Sponsor Badges for full hospitality in the exclusive Sponsors Pavilion
- Grandstand tickets
- VIP car parking
- Discount on general admission adult tickets to the Great Yorkshire Show
- Big Screen Main Ring adverts
- Banner advert listing as Sponsor on greatyorkshireshow.co.uk

Great Yorkshire Junior Championship

The Great Yorkshire Junior Championship takes place on the Thursday of the Great Yorkshire Show. Formerly known as the Mini Major, this is a hugely popular showjumping event in the Main Ring.

Sponsorship of the Great Yorkshire Junior Championship will include:

- Opportunity to present the prize to the winner of the class
- Sponsor badges for full hospitality in the exclusive Sponsors Pavilion
- Grandstand Tickets
- VIP car parking labels
- Mention in Commentator's notes
- Discount on general admission tickets to the Great Yorkshire Show
- Big Screen Main Ring adverts
- Banner advert listing as Sponsor on greatyorkshireshow.co.uk

Main Ring

The Main Ring draws the attention of thousands of visitors at the Great Yorkshire Show watching our most prestigious events from the Grand Cattle Parade to the Cock o' the North Championship.

Sponsorship of the Main Ring will include:

- Branding in the Main Ring
- Commentator notes as Sponsor of the Main Ring
- Full page colour advert in the Souvenir Programme
- Sponsor Badges for full hospitality in the exclusive Sponsors Pavilion
- Grandstand tickets
- VIP car parking
- Discount on general admission adult tickets to the Great Yorkshire Show
- Big Screen Main Ring adverts
- Banner advert listing as Sponsor on greatyorkshireshow.co.uk

Other opportunities

Alongside the packages listed above, there are also a wide range of opportunities available to suit your brand objectives and budget requirements including:

- | | | |
|---------------|---------------------|-----------------------|
| • Big Wheel | • Countryside Arena | • Sensory Zone |
| • Big Screen | • Equine Classes | • Showjumping classes |
| • Bandstand | • Garden Show | • Stables |
| • Cattle Wash | • Livestock classes | • Woodland Walk |

Sponsorship and brand awareness at the *Great Yorkshire Show*



Vertu



Slingsby

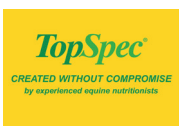


Ginsters

Sponsors of the 2026



GREAT YORKSHIRE SHOW



Will you be the next sponsor of the *Great Yorkshire Show?*



For more information on becoming a sponsor of one of the biggest agricultural shows in the UK, please email sponsorship@yas.co.uk



**GREAT
YORKSHIRE
SHOW**

Tuesday 13 - Friday 16 July 2027



**YORKSHIRE
AGRICULTURAL
SOCIETY**

The Great Yorkshire Show raises funds for the Yorkshire Agricultural Society.
Proudly at the heart of Yorkshire's farming, food and countryside: now and forever.

YAS (Enterprises) Ltd, Company Registration No 4745142, is a wholly owned subsidiary of the Yorkshire Agricultural Society,
Registered Charity No 513238, Company Registration No 01666751, VAT No 613 0480 81