



GREAT YORKSHIRE SHOW

Tuesday 13 - Friday 16 July 2027



SPONSORSHIP
AND CORPORATE
HOSPITALITY

THE GREAT YORKSHIRE SHOW

13 - 16 JULY 2027



Attracting 150,000 visitors, the Show brings together key decision-makers, industry leaders, rural businesses and consumers to this annual sell-out event.



With a packed schedule of events including competitive classes, show jumping, industry debates, celebrity Chat Show, and over 1,000 trade stands, the Great Yorkshire Show is a prime environment to strengthen relationships and drive business growth.



We are proud to be associated with such a well-respected and successful event!

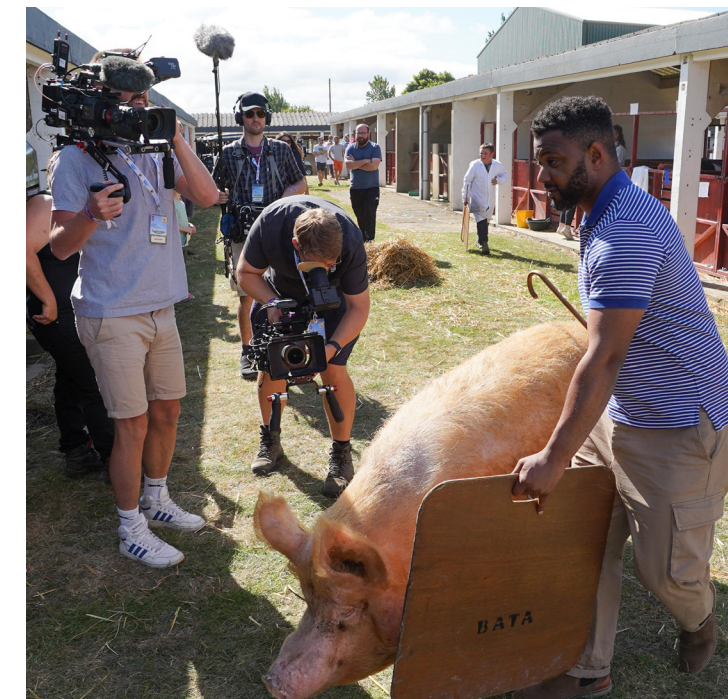
HACS - Sponsors of the Control Tower



How can the Great Yorkshire Show benefit your organisation?

Position your business at the heart of one of the UK's most influential agricultural events. With our flexible corporate offering, we work with you to create a bespoke package that is aligned to your brand objectives. This can provide you with brand awareness, stakeholder engagement and measurable results through a range of touchpoints including:

- Sponsorship
- Flexible meeting spaces
- Corporate hospitality
- Key networking opportunities



National TV Coverage



5.42m **873m**
AVE total media reach

1.78k
press articles

Social Media

8.7m
reach across all
social media platforms

165k
Social media
followers

120k
Email
subscribers

12k
Programmes
distributed

BECOME A SPONSOR

Bespoke Sponsorship Packages

The Great Yorkshire Show is proud to have a long-standing relationship with a range of regional and national brands. Each sponsorship package is carefully tailored to increase brand visibility, provide targeted engagement opportunities and achieve maximum impact.

Sponsorship packages typically include:

- Branding opportunities
- Great Yorkshire Show tickets
- Sponsor hospitality in the ringside Sponsors Pavilion
- Enhanced advertising opportunities
- Grandstand tickets
- VIP car parking
- Discount on general admission tickets to the Show

National platform for brand visibility and engagement

Tesco, sponsor of the Food Hall

Nestlé, sponsor of the Picnic Area

HAVE A GORGEOUS DAY

Geo, sponsor of the Members Area

More reasons to shop at

Morrisons

Key sponsorship opportunities

- Big Wheel
- Big Screen
- Bandstand
- Cattle Wash
- Countryside Arena
- Equine Classes
- Future Farmers Breakfast Meeting
- Garden Show
- Livestock classes
- Main Ring
- Showjumping classes

Sponsors of the 2026 Great Yorkshire Show



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

CORPORATE HOSPITALITY

Elevate your experience at the Great Yorkshire Show with our exclusive hospitality offering, designed for client entertaining, team celebrations, and corporate networking.

Exclusive group booking offers are available, providing the perfect opportunity to bring colleagues, customers, or guests together for an unforgettable day at this annual sell-out event.

Corporate Hospitality Packages include:

- Entrance to the Show
- VIP Parking
- Access to the hospitality suite and the lawns
- Hot breakfast on arrival
- 3-course lunch
- Afternoon refreshments
- Grandstand tickets
- Souvenir programme
- Prime location on the showground

Packages from £235 + VAT



“
The whole experience was excellent from start to finish. The friendly and personal way you handled the request was appreciated.

All in all first class.

”

Contact hospitality@yas.co.uk to discuss your bespoke requirements

MEETING SPACES



Pavilions of Harrogate

A purpose-built event space for meetings, networking and stakeholder engagement

Located a short walk away from the Main Ring, Pavilions of Harrogate provides a modern and flexible environment for businesses looking to host meetings, presentations and networking events during the Show.

- Ideal for stakeholder engagement, networking and client meetings
- Dedicated event planning support
- Multiple room configurations to suit your event requirements
- Bespoke catering packages available

Best suited for: Corporate meetings, networking events, evening dinners, BBQs, presentations and business engagement.

Stockman's Restaurant

A prime location for agri-businesses to build and strengthen relationships.

Situated alongside the bustling cattle lines, Stockman's offers a unique and authentic setting for organisations wishing to connect with customers, colleagues and industry contacts.

- Business engagement in the heart of the agricultural area of the Showground
- Prime location alongside the bustling cattle lines
- Perfect for customer engagement and industry connections
- Exclusive space for networking events, and private functions for agri-businesses
- Bespoke catering packages available

Best suited for: Agri-businesses, industry networking and customer meetings



Supporting the Yorkshire Agricultural Society

Profits raised from sponsorship and corporate hospitality fund the charitable work of the Yorkshire Agricultural Society, helping to support farming, food and countryside. This 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 support contributes to our annual free educational event; Countryside Days. In 2025 this won the Yorkshire Post Rural Awards Educational Initiative of the Year and in 2026, Event of the Year at the Harrogate Business Awards.

Sponsorship enquiries: sponsorship@yas.co.uk
Corporate Hospitality and Meeting Rooms: hospitality@yas.co.uk

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

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