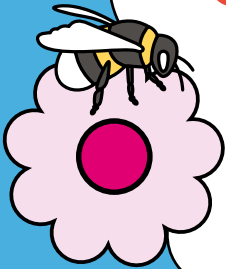




  
**THE WORCESTER  
SHOW**  
CELEBRATING OUR CITY AT ITS BEST



**EVENT SPONSORSHIP  
OPPORTUNITIES  
2025**





## THE WORCESTER SHOW IS ONE OF THE PREMIER SUMMER ATTRACTIONS OF THE CITY HELD AT PITCHCROFT RACECOURSE EVERY AUGUST, ATTRACTING RESIDENTS FROM ALL OVER THE COUNTY.

The Show draws between 15,000 to 20,000 people over the course of the day. Its popularity has grown extensively from a modest Summer Fete with a Floral & Craft Marquee exhibiting local produce, to a major highlight in the city's festivals calendar.

The Show includes over 150 stall holders, fun fair rides, 100+ competition classes, live entertainment across multiple stages, bars and food court from local suppliers, activities for young people, a dog show, sports demonstration, face painting, and plenty more.

The Worcester Show has something for everyone!

### RECENT YEARS

In 2022 the Show joined forces with Sir Tom Jones who held a concert the night before. Worcester Mela provided a vibrant cultural hub that drew in the crowds. The Show marked the 20-year anniversary of Harry Potter and the Queen's Platinum Jubilee with themed competition classes making the bakes and crafting thoroughly creative.

In 2023, we celebrated the 80's. With over 20k visitors, multiple entertainment stages and activities for young and old, and featured different communities in a brand-new dedicated Community

Marquee which provided a platform for organisations and groups to showcase the best of the city and beyond.

2024 saw the Show celebrate Prehistoric Worcester, building on the dinosaur exhibition at the city museum. New for this year was FireRide, a thrilling bike display featuring live stunts by professional riders and the opportunity for visitors to have a go. The Community Marquee returned with a spotlight on the many colourful cultural groups who call Worcester home.

# SPONSORSHIP PACKAGES 2025



THE WORCESTER SHOW IS LOOKING FOR SUPPORT AND SPONSORSHIP, WITH A VARIETY OF TAILOR-MADE OPPORTUNITIES TO SUIT YOUR BUSINESS. £3,000 - £5,000 PACKAGES ARE AVAILABLE FOR UP TO 5 PRINCIPAL SPONSORS.



**SILVER PACKAGE**  
**£3,000 SPONSORSHIP**



**GOLD PACKAGE**  
**£5,000 SPONSORSHIP**



# BEFORE THE SHOW:

	SILVER	GOLD
<b>SOCIAL MEDIA</b> (Worcester Show Facebook account reach was over 108,000 in 2024)	Acknowledgment as an official sponsor of The Worcester Show across Community Worcester social media channels.	A dedicated series of social media posts  Press release announcing the partnership and progress towards the Show on the Worcester Show FB page.
<b>WEBSITE</b>	Your logo and company details on sponsorship page  Your logo placed as a banner across the bottom of each page on the website	Your logo and company details on sponsorship page  Your logo placed as a banner across the bottom of each page on the website  Sponsors page to include a link to your website and large logo  Write up on our website with your story and partnership
<b>PROGRAMME</b>  8000 printed copies distributed to local residents. Published locally and online from 1 August	Half A5 page advert in the programme and logo on sponsors page	Full A5 page advert in the programme and logo on sponsors page
<b>OUT OF HOME (OOH) ADVERTISING</b>		<b>Your logo on:</b> Promotional banners used across the city from June to August  38 public noticeboards in parks and green spaces across the city (from June to August)  Digital boards across the city  Posters in St Martin's Gate car park
<b>MAGAZINE AND PRESS</b>		A double page advert, to include sponsor logo, in Worcester Festival Programme – circulation 15,000.  Mention in a press release previewing the Show to local media

# DURING THE SHOW:

	SILVER	GOLD
<b>A SPONSOR'S STALL</b>	(3x3) sponsor's stall on site Company banner on site	Bespoke pitch in your requested location on site (any size)  Event collaboration – to include discussion to maximise exposure  Option to sponsor the Marquee exclusively
<b>ENTERTAINMENT STAGE</b>	Logo on banners Mentioned in the Mayor's speech	Logo on banners  Mentioned in the Mayor's speech and stage time to promote your business  Large video screen showing advertising (if available)

# AFTER THE SHOW:

	SILVER	GOLD
<b>SHOW CELEBRATION</b>	Invitation to a wrap up event to be held in prominent location in September	Invitation to a wrap up event to be held in prominent location in September
<b>PHOTOS</b>	Post-event photograph(s) of you (the sponsor) at the Worcester Show, which you have permission to share or re-distribute.	Post-event photograph(s) of you (the sponsor) at the Worcester Show, which you have permission to share or re-distribute.

\* Some options may vary due to project programme for that year but sponsors will be notified ahead of time

# TESTIMONIALS

## WORCESTER TIMBER PRODUCTS

"We want to send a huge thank you to all the team at Worcester Council for hosting such a great show back in the summer. Even though it seemed like the hottest day ever recorded, we were in great spirits, everyone enjoyed the show and we had a great response to our display stand and the orders are still coming in!

We were proud to be sponsors of the show and we're definitely booking our space for next year!"

## KATY ROOKE - WORCESTER MELA

"The Worcester Show offered a platform for audiences to experience a taste of a Worcester Mela Festival. The support, encouragement and enthusiasm to inject our strapline of 'uniting the city through culture, colour and creativity' was really embraced and nurtured by the organisers. With the infrastructure of a day festival all taken care of, it allowed Worcester Mela to really focus on the creative content, giving the South Asian communities a space that was relatable, enjoyable and an ambition for bigger events in the future. We are very much looking forward to developing the relationship with Worcester Show and partnering with them in the future - The team were so accommodating!"



**IF YOU ARE INTERESTED IN SPONSORING THE WORCESTER SHOW OR WOULD LIKE TO HAVE A MORE DETAILED CONVERSATION ABOUT PACKAGES, WE WOULD BE DELIGHTED TO HEAR FROM YOU.**

We will happily work to accommodate any reasonable requests you might have of the Show, depending on capacity of delivery team and level of sponsorship.

To advertise in the Worcester Show programme or to become a small business sponsor, please email [info@worcestershow.org.uk](mailto:info@worcestershow.org.uk) and one of our team will answer any enquiries.

