



# Cumberland Show: Saturday 6<sup>th</sup> June 2026

## The Show Field, Warwick on Eden, Carlisle CA4 8PE

### Sponsorship Opportunities

We have several sponsorship opportunities available, ranging from just £10 to £10,000 and we can design affordable bespoke packages for individual organisations, ensuring every opportunity delivers targeted marketing requirements. Please talk to the show/society about opportunities available and that we can tailor made to suit your business for more information email: [secretary@cumberlandshow.co.uk](mailto:secretary@cumberlandshow.co.uk)

#### Principal Sponsor

- Prime branding positioning at entrances.
- Logo branding in publicity material, website (with links), publications.
- Association with Main Ring key attraction, sections or features at the Show.
- Company representative to present prizes at presentations offering photo opportunity.
- Advertisement in both the Digital Schedule and Show Day Programme (colour full A5 page).
- Banners displayed on Showfield and car parks (to be supplied by sponsor).
- Company name and information announcements throughout the day over PA system.
- Up to three exhibition/trade stands with large prime sites.
- Opportunity for places in the corporate hospitality centre.
- Complimentary entrance tickets with Member privileges.

*From £10,000*

#### Key Sponsor

Sponsorship of particular section or feature at the Show.

- Branding opportunities at that section or feature (to be supplied by sponsor).
- Branding in publications associated with chosen feature.
- Digital Schedule Advertisement (colour full A5 page).
- Banner spaces at the Show (banners to be supplied by sponsor).
- Company name and information announcements throughout the day over PA system.
- Opportunity for exhibition/trade stand space.
- Opportunity for places in the corporate hospitality centre.
- Further complimentary tickets.

*£3,000 to £5,000*

#### Branding Sponsor

- Logo branding in publicity material, website (with links), publications.
- Complimentary entrance tickets with Member privileges.
- Company name and information announcements throughout the day over PA system.

*From £1,000*

#### Support Sponsor

- Sponsorship associated with classes or section.
- Digital Schedule Advertisement (B&W full A5 page).
- Banner space at the Show (to be supplied by sponsor).
- Complimentary entrance tickets with Member privileges.

*From £500*

#### Hospitality

- Entertain guests in the corporate hospitality centre at the Show.
- Includes entry to the Show with Member status, drinks reception with canapés, as well as complimentary tea & coffee, and a bar service which are available all day for guests.
- Company name in online schedule and show day programme.

*From £500*

#### Social Sponsor

- Complimentary ticket including Member/VIP Privileges
- Company name in online schedule and show day programme.

*£200*

#### Class Sponsor

- Complimentary ticket per £60.
- Name in Schedule and Show Day Programme.

*£60 to £450*

*VAT added to all prices.*

**LIVESTOCK CLASS SPONSOR - £60 +VAT PER CLASS**

• *Company Name against Class in Schedule and Programme (with a hyperlink to website or Facebook page).* • *Complimentary entrance ticket per class sponsored.*

**LIVESTOCK SECTION CHAMPIONSHIP SPONSOR – £50 +VAT PER CHAMPIONSHIP**

• *Company Name in Schedule and Show Day Programme (with a hyperlink to website or Facebook page).* • *Company Name will also be part of the commentary teams announcements during the Section Championship.*

**LIVESTOCK CLASS PRIZE MONEY DONATION**

• *Donation towards prize money in the Livestock Section.* • *Name will appear in the Donation Section of the Programme.*

**EQUINE CLASS SPONSOR - £30 +VAT PER CLASS**

• *Company Name against Class in Schedule and Programme (with a hyperlink to website or Facebook page).* • *Complimentary sponsor badge.*

If 2+ classes sponsored you will receive a free entrance ticket.

**EQUINE SECTION CHAMPIONSHIP SASHES SPONSOR - £50 +VAT PER SECTION**

• *Company Name in Schedule and Show Day Programme (with a hyperlink to website or Facebook page), on the Champion & Reserve Sashes.* • *Company Name will also be part of the commentary teams announcements during the Section Championship.* • *Complimentary sponsor badge*

**EQUINE SUPREME CHAMPIONSHIP SPONSOR - £100 +VAT PER CHAMPIONSHIP**

• *Company Name in Schedule and Show Day Programme with a hyperlink to website or Facebook page.*  
• *Company Name on the Champion & Reserve Sashes* • *Company Name will also be part of the commentary teams announcements during the Championship, £75.00 to the Champion and £25.00 to the Reserve Champion.* • *2 free complimentary entrance tickets to the show for each Championship sponsored.*

**EQUINE CLASS PRIZE MONEY DONATION**

• *Donation towards prize money in the Equine Section.* • *Name will appear in the Donation Section of the Programme*

**HOME INDUSTRIES CLASS SPONSOR**

**ADULT CLASSES - £15 +VAT PER CLASS**

**FLORAL CLASSES - £20 +VAT PER CLASS**

**JUNIOR CLASSES - £10 +VAT PER CLASS**

*Name against Class in Schedule & Programme (with a hyperlink to website or Facebook page) .*

**HOME INDUSTRIES CLASS PRIZE MONEY DONATION**

*Donation towards prize money in the Home Industries Section.* • *Name will appear in the Donation Section of the Programme*

To book Sponsorship use the booking form on the following link  
<https://www.cumberlandshow.co.uk/content/sponsorship-opportunities>

**Sponsorship Applications Close: 1<sup>st</sup> May 2026**

**Advertising Opportunities**  
**Applications Close: 27th FEBRUARY 2026**  
**To book Advertisements follow link**

<https://www.cumberlandshow.co.uk/content/sponsorship-opportunities>

<b>Digital Schedule Advert</b> <ul style="list-style-type: none"> <li>• Contains programme of events &amp; class listings for Cattle, Sheep, Horses &amp; Home Industries.</li> <li>• Schedule available from our website and emailed to over 1500 exhibitors.</li> <li>• Advert linked to your company website.</li> </ul>	B&W Full Page (121x179mm)	£100 +VAT
	B&W Half Page (121x90mm)	£50 +VAT
	Colour Full Page (121x179mm)	£150 +VAT
	Colour Half Page (121x90mm)	£75 +VAT
<b>Banner Advertising</b> <ul style="list-style-type: none"> <li>• Around the Main Ring. To be delivered to the secretary at the Showground from <b>Wednesday 3<sup>rd</sup> June 2026.</b></li> </ul>	8ft X 3ft Banner	£100 +VAT Per banner

**Your Contact Details:**

**Business Name:** ..... **Contact Name:** .....

**Address:** .....

.....

.....

**Postcode:** .....

**Tel No.** .....

**Mobile No.** .....

**Email:** .....

**Website:**.....

**Cumberland Show: Saturday 7<sup>th</sup> June 2025 – The Show Field, Warwick on Eden, Carlisle CA4 8PE**