



270TH ANNIVERSARY

THE BRECKNOCKSHIRE AGRICULTURAL SOCIETY

ESTABLISHED 1755: OLDEST IN THE UNITED KINGDOM

BRECON COUNTY SHOW

SATURDAY 2ND AUGUST 2025

Open to the General Public from 8am (Exhibitors 6am)

SPONSORSHIP & ADVERTISING

PRESIDENT:

MR WAYNE & MRS MARY GITTOES



WHAT'S ON!

- MAIN RING ATTRACTIONS
- HORSE COMPETITIONS
- CATTLE COMPETITIONS
- SHEEP COMPETITIONS
- GOAT COMPETITIONS
- SHEEP SHEARING
- POULTRY SHOW
- WOODLAND ARENA
- COUNTRYSIDE AREA
- DOMESTIC & HANDICRAFT
- HORTICULTURE
- DOG SHOW(S)
- FOOD HALL
- RURAL CRAFTS
- OVER 300 TRADE STANDS
- FOOD OUTLETS
- MEMBERS VENUE AND BAR
- OUTSIDE BAR VENUES
- BRECON TOWN BAND
- FAMILY FUN
- FAIRGROUND
- ALPACAS
- VINTAGE TRACTORS & CLASSIC CARS
- MASCOTS - PHOTO OPPORTUNITIES
- VISITOR INFORMATION STAND & SCREEN
- DISABLED CAR PARK (FREE)
- PUBLIC CAR PARK (FREE)



Visit Us

Showground, Watton, Brecon, Powys LD3 7PL

www.breconcountyshow.co.uk



Discover More..

Charity No: 1107710
Company No: 05177105

UNFORGETTABLE TIMES AT THE BRECON COUNTY SHOW

Welcome to Brecon County Show 2025

Croeso i Sioe Sir Aberhonddu 2025

A warm welcome awaits all of you on visiting our Show on Saturday 2nd August 2025, it is set to be a true showcase for the very best of Brecknockshire Farming, food and the countryside.

Thank you very much for your support, we hope you enjoy Brecon County Show – a Show for all the family!

As ever our committee have been working hard towards this year's Show. I am pleased to welcome many new attractions for 2025..

The Show attracted over 15,000 people to the show in 2024. There are a whole host of events and attractions to be enjoyed, including over 300 trade stands, the fantastic food hall, shopping mall and craft marquee, fairground attractions, dog classes, horses, cattle, goats, sheep, sheep-shearing, poultry and egg show, alpacas, countryside arena, woodland and forestry section, horticulture, handicraft & domestic, food demonstrations, music, tractors, vintage vehicles, 2025 brings the UK's amazing Jamie Squibb Stunt Bike Show and amous Jump Dogs Parachute Display Team to name a few.

It is now my great pleasure to welcome our Presidents for 2025 Wayne & Mary Gittoes. both have been great supporter of the Show for many years and I wish Wayne and Mary and their guests an enjoyable day.

We are the Oldest Agricultural Society in the UK Celebrating our 270th Anniversary.

Although the Society is long established, it does not want to be seen as living in the past and is a forward thinking organisation that supports the local economy and agri-food sectors. The Show has kept to its traditional agricultural roots by focusing on livestock, crops, poultry, goats and horses for its mainstay of competitions, but has added various other shows, competitions and attractions to welcome people from all walks of life to the show and provide a great family day out.

In addition to the Show the Society runs other charitable fundraising events such as race nights and the very popular Presidents Evening.

With thanks to all the committee members, volunteers, stewards and sponsors who all make the show each year possible.

Thank you
Paul Amplett
Chairman

For Information and news, please go to our website: www.breconcountyshow.co.uk



SPONSORSHIP PACKAGES

As you may be aware, The Brecknockshire Agricultural Society was first established in 1755 and is honoured to be the oldest Agricultural Show in the UK. The Show would not succeed without the valuable support from it's many Sponsors, Members, Exhibitors, Stewards and Visitors alike.

Sponsorship and Corporate Hospitality are key features of the Brecon County Show. There is no finer way to promote your company or network with a wide range of local and national business people than to become part of Brecknockshire's largest one day show attracting upwards of 15,000 visitors.

Please refer to this booklet or other Sponsorship opportunities exist in various formats and in addition to the packages that are outlined, there are further opportunities to sponsor in the following areas (benefits will be applied accordingly)

- Main Show Sponsor (negotiable)
- Livestock section including Shearing, Horses & Donkeys – sponsorship for these sections can start with a class or even a whole breed section
- Growing Crops & Poultry – prize money and/or championships
- Produce & Handicraft - prize money, sections and/or championships
- Horticulture - prize money, sections and/or championships
- Show Signage & Sign Posts – this can be either external or internal signage
- Members & Vice Presidents Marquee – advertising opportunities exist in this area
- President's Luncheon - advertising opportunities exist in this area including on table advertising or menu cards
- Entrance Gates – advertising at the main access points to the showground
- Countryside Arena – advertising opportunities including timetable, attraction or banner space
- Woodland Arena – advertising opportunities including timetable, attraction or banner space
- Food Hall - advertising opportunities including timetable, attraction or banner space
- Exemption & Novelty Dog Section - prize money and/or championships
- Main Ring Attractions

If you decide to become a Sponsor, or indeed want to continue to support the Show then please contact the Sponsorship coordinator Gareth Davies on Telephone: 07970 213981 or Email: cwmgwilym@gmail.com, or contact the Secretary Alan Roberts on Telephone: 07841 471018 or Email: breconshow@gmail.com, preferably before the 30th June to ensure that we arrange the right Hospitality and Sponsorship package to suit you.

Brecon County Show - Headline / Main Show Sponsor 2025

Become our main headline sponsor - Please contact the Secretary Alan Roberts on Telephone: 07841 471018 or Email: breconshow@gmail.com

Gold Sponsor (£1500)

- ✓ 6 Banners around Main Ring
- ✓ 4 Banners around showground (location to be agreed)
- ✓ Acknowledgement in Show Day Catalogue – List of Sponsors
- ✓ Free Full Page Colour Advertisement in Official Show Day Catalogue
- ✓ 2 Complimentary Copy of Official Show Day Catalogue
- ✓ Commentator and Tannoy Announcements in Main Ring (Throughout the day)
- ✓ Commentator and Tannoy Announcements in Sheep & Shearing Sections (Throughout the day)
- ✓ Trade Stand (bring along your company stand)
- ✓ Company Logo and Link on the Society's Website
- ✓ Promotion on Large Screen (Throughout the day)
- ✓ Social Media Promotion via the Society's social media platforms
- ✓ 6 Sponsors Badges (Admits to Showground)
- ✓ 6 Guest Meal Tickets (Judges & Stewards Marquee)
- ✓ 2 Forward Car Parking Passes (VIP - Pink Car Park)
- ✓ Access to Hospitality & Members Marquee overlooking the Main Ring

Silver Sponsor (£1000)

- ✓ 2 Banners around Main Ring
- ✓ 2 Banner around showground (location to be agreed)
- ✓ Acknowledgement in Show Day Catalogue – List of Sponsors
- ✓ Free Half Page Colour Advertisement in Official Show Day Catalogue
- ✓ 1 Complimentary Copy of Official Show Day Catalogue
- ✓ Commentator and Tannoy Announcements in Main Ring (Throughout the day)
- ✓ Trade Stand (bring along your company stand)
- ✓ Company Logo and Link on the Society's Website
- ✓ Promotion on Large Screen (Throughout the day)
- ✓ Social Media Promotion via the Society's social media platforms
- ✓ 4 Sponsors Badges (Admits to Showground)
- ✓ 4 Guest Meal Tickets (Judges & Stewards Marquee)
- ✓ Access to Hospitality & Members Marquee overlooking the Main Ring

Bronze Sponsor (£500)

- ✓ 1 Banner around showground (location to be agreed)
- ✓ Acknowledgement in Show Day Catalogue – List of Sponsors
- ✓ Free Half Page Colour Advertisement in Official Show Day Catalogue
- ✓ 1 Complimentary Copy of Official Show Day Catalogue
- ✓ Commentator and Tannoy Announcements in Main Ring (Throughout the day)
- ✓ Company Name and Link on the Society's Website
- ✓ Promotion on Large Screen (Throughout the day)
- ✓ Social Media Promotion via the Society's social media platforms
- ✓ 2 Sponsors Badges (Admits to Showground)
- ✓ 2 Guest Meal Tickets (Judges & Stewards Marquee)
- ✓ Access to Hospitality & Members Marquee overlooking the Main Ring

Supporter (£250)

- ✓ 1 Banner around showground (location to be agreed)
- ✓ Acknowledgement in Show Day Catalogue – List of Sponsors
- ✓ Company Name and Link on the Society's Website
- ✓ Promotion on Large Screen (Throughout the day)
- ✓ Social Media Promotion via the Society's social media platforms
- ✓ 2 Sponsors Badges (Admits to Showground)
- ✓ Access to Hospitality & Members Marquee overlooking the Main Ring

Make a Donation to The Brecknockshire Agricultural Society

We accept Online Donations at <https://www.breconcountysociety.co.uk/donations.html>
Or contact the Show Office to make a donation in person.

SPONSOR A SECTION OF THE SHOW

Sponsor A Championship

Supreme Sheep Champion	£100
Supreme Cattle Champion	£300
Supreme Horse Champion	£100

Opportunity to sponsor a Supreme Champion or Reserve Supreme Champion, please contact the Show Office for further details.



Sheep Section Sponsorship £150

Opportunity to sponsor prize money for any class in the Sheep Breed Section. Presentation/Photograph with Breed Champion, Banner displayed in Sheep Section/Ring, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality & Members Marquee overlooking the Main Ring.



Cattle Section Sponsorship £150

Opportunity to sponsor prize money for any class in the Cattle Breed Section. Presentation/Photograph with Breed Champion, Banner displayed in Cattle Section/Ring, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality & Members Marquee overlooking the Main Ring.



Commercial Cattle Section Sponsorship £150

Opportunity to sponsor prize money for any class in the Commercial Cattle Classes. Presentation/Photograph with Breed Champion, Banner displayed in Cattle Section/Main Ring, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality & Members Marquee overlooking the Main Ring.



Horse Section Sponsorship £150

Opportunity to sponsor prize money for any class in the Equine Classes. Presentation/Photograph with Section Champion, Banner displayed in Cattle Section/Main Ring, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality & Members Marquee overlooking the Main Ring.



Sheep Shearing Section Sponsorship

Opportunity to sponsor prize money and sashes for :
 Junior Classes £200
 Intermediate Classes £260
 Seniors £320
 Open Classes £420



Dairy Goat Section Sponsorship £150

Opportunity to sponsor prize money towards the Dairy Goat Section. Presentation/Photograph with Section Champion, Banner displayed on Dairy Goat Marquee, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality & Members Marquee overlooking the Main Ring.



Pygmy Goat Section Sponsorship £150

Opportunity to sponsor prize money towards the Pygmy Goat Section. Presentation/Photograph with Section Champion, Banner displayed on Pygmy Goat Marquee, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality & Members Marquee overlooking the Main Ring.



Dog Section Sponsorship (Exemption and Novelty Dogs) £120

Opportunity to sponsor prize money towards the Dog Section. Presentation/Photograph with Champion, Banner displayed on the Dog Ring. Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality & Members Marquee overlooking the Main Ring.

ADVERTISE YOUR BUSINESS & BANNER ADVERTISING



ADVERTISE YOUR BUSINESS IN OUR OFFICIAL SHOW DAY CATALOGUE

OPTIONS AVAILABLE ARE:

Colour advert:

Half page £50

Full page £100

Back page £200

Front inside cover £150

Back inside cover £150



BANNER ADVERTISING ONLY

OPTIONS AVAILABLE ARE:

Banner displayed around Main Ring £30

Banner /Board displayed around showground (location to be agreed) £20

Please note:

Any banners/advertising boards placed on show day without permission will be removed.



CONTACT US

BE A PART OF OUR FUTURE...

The Society are happy to create sponsorship packages depending on the individual aims and marketing requirements of your business or organisation, with a wide range of affordable options available. Please do not hesitate to contact the Show Secretary to discuss your requirements.

Email: breconshow@gmail.com

or

Telephone: 01874 611881





THE BRECKNOCKSHIRE AGRICULTURAL SOCIETY

ESTABLISHED 1755: OLDEST IN THE UNITED KINGDOM

JOIN US

BRECON COUNTY SHOW

WANT TO JOIN US AT BRECON COUNTY SHOW?

WHY NOT BECOME A

MEMBER

VICE PRESIDENT

LIFE MEMBER

BENEFITS INCLUDE

WE ARE THE OLDEST AGRICULTURAL SOCIETY IN THE UNITED KINGDOM

MEMBER - PRICE £18.00

1 x Entry badge for Brecon County Show
1 x Guest badge for Brecon County Show
Access to Members Bar and Main Ring Viewing Area
Reduced Livestock Entry Fees

LIFE MEMBER - PRICE £250.00

1 x Entry badge for Brecon County Show
Access to Members Bar and Main Ring Viewing Area
Reduced Livestock Entry Fees

VICE PRESIDENT - PRICE £50.00

1 x Entry badge for Brecon County Show
1 x Guest badge for Brecon County Show
1 x Admission to the President's Luncheon on showday
- with the opportunity to purchase extra tickets subject to availability.
Access to Members Bar and Main Ring Viewing Area
Forward Parking Area at Brecon County Show
Reduced Livestock Entry Fees



Visit Us

Showground, Watton, Brecon, Powys LD3 7PL



www.breconcountyshow.co.uk

Charity No: 1107710
Company No: 05177105

Name:

Address:

Email:

Telephone:

Website:

The Brecknockshire Agricultural Society
Brecon County Show Office
c/o Hay & Brecon Farmers,
Ffrwdgrech Industrial Estate,
Brecon, Powys, LD3 8LA

Tel: 01874 611881

Email: breconshow@gmail.com

Website: www.breconcountyshow.co.uk



EST: 1755

HOSPITALITY, SPONSORSHIP & ADVERTISING PACKAGES

Tick Box

Gold Sponsor	Package as per Booklet	£1500	
Silver Sponsor	Package as per Booklet	£1000	
Bronze Sponsor	Package as per Booklet	£500	
Supporter	Package as per Booklet	£250	
Other - Please enter amount you wish to sponsor	Package to be arranged		
Sheep Section Sponsorship	Package as per Booklet	£150	
Cattle Section Sponsorship	Package as per Booklet	£150	
Commercial Cattle Section Sponsorship	Package as per Booklet	£150	
Horse Section Sponsorship	Package as per Booklet	£150	
Sheep Shearing:			
Juniors	Package to be arranged	£200	
Intermediate	Package to be arranged	£260	
Seniors	Package to be arranged	£320	
Dairy Goat Section Sponsorship	Package as per Booklet	£150	
Pygmy Goat Section Sponsorship	Package as per Booklet	£150	
Dog Section Sponsorship (Exemption and Novelty Dogs)	Package as per Booklet	£120	
Supreme Championship:			
Sheep	Package to be arranged	£100	
Horse	Package to be arranged	£100	
Cattle	Package to be arranged	£300	
Advertise in Official Show Day Catalogue:			
Colour Advert - Half Page	As per Booklet	£50	
Colour Advert - Full Page	As per Booklet	£100	
Colour Advert - Back Page	As per Booklet	£200	
Colour Advert - Inside Front Cover	As per Booklet	£150	
Colour Advert - Back Inside Cover	As per Booklet	£150	
Banner Advertising:			
Main Ring	As per Booklet	£30	
Around Showground	As per Booklet	£20	
Become a Vice President (Complete Membership Form)	Package as per Booklet	£50	
Become a Member (Complete Membership Form)	Package as per Booklet	£18	
Become a Life Member (Complete Membership Form)	Package as per Booklet	£250	
Make a Donation (Donations are exempt from VAT)	Please enter amount		

***PLEASE NOTE ALL PRICES SUBJECT TO VAT**

Sponsors Signature:

Show Official Signature:

*Invoice will be issued for Sponsorship Package Selected



Please detach here





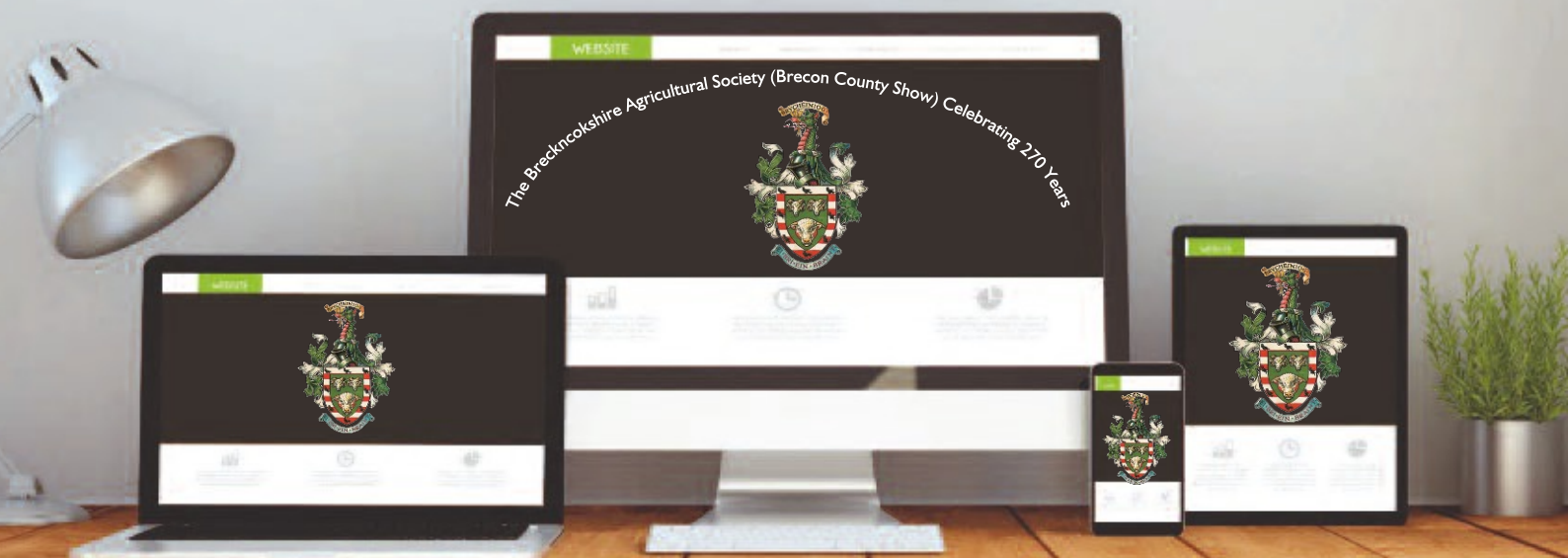
We're an award-winning digital agency that combines branding, web design, web development and digital services.

Based in Brecon, we're passionate about web design and digital solutions. Whether it be to give your existing website a new lease of life or to create a new website to give you more exposure.

We also design logos, business cards, brochures, flyers, banners, flags, signs and offer competitive rates on printing and source workwear embroidery.

Call us on 07841 471018 or Email info@viewwebdesign.co.uk

www.viewwebdesign.co.uk



Award-Winning Web Design Agency

OFFICIAL WEB DESIGN PARTNER PROUD TO SUPPORT BRECON COUNTY SHOW