

Could your business be the perfect fit to benefit from a sponsorship partnership with Chale Show?



Sponsorship Partner Information Pack

Tailored sponsorship opportunities on offer

**Well established Annual Summer Show
More than 10,000 visitors over 2 days
Whole family appeal**

**100% Charitable Objectives under Chale Horticultural Society
Supports Local and National Charities**

**Features: Horticultural Marquee, Live Action arena,
Live Music Stage, Childrens activities and traders.**



This annual event has a central objective of promoting horticulture, arts and crafts of all kinds on the Isle of Wight. The show features a large horticultural marquee that houses over 1500 individual exhibits covering over 120 different categories.

Outside there is the Main Action Arena which features adrenaline fuelled entertainment, as well as traditional displays of steam, vintage and military vehicles.

Close-by there is also a live music stage showcasing some of the best local acts, all helping to raise money for Mountbatten Hospice.

The show has a large indoor and outdoor trading area for local businesses, crafts and charities, including a dedicated food pavilion. Children are also kept well entertained with a funfair, free arts & crafts and performance areas.

Run by Chale Show Ltd, on behalf of Chale Horticultural Society, the show has entirely charitable objectives. All profit goes back to the society from where donations are made to local and national charities and good causes. The show itself supports the societies philanthropic activities towards Island horticulture through projects such as the Schools Gardening Project. To ensure donations can be made, it is important that the show remains popular and profitable, whilst also supporting local island businesses that trade at the show.

Visitors to the show are both Island residents and holiday visitors. Being a family show, there are a great range of ages present. Younger families attending have increased in recent years following the inclusion of the music stage and storytelling activity area, both of which continues to grow in popularity. An increasing trend towards producing and using local produce has also helped foster interest from all generations. In recent years, visitor numbers have been reliable with over 10,000 attending over the two days at the beginning of August.

We currently have two long-time sponsors who are invaluable to our event. Wightlink aid with transport costs for visiting arena attractions and high value traders, whilst Honnor & Jeffrey Garden Centres support the horticultural element and schools partnership.

We are however looking for some new sponsors to join us and help the show to continue successfully. Show and site infrastructure costs continue to increase at a faster rate than entrance fees reasonably can, leaving a gap for some extra funding.

We hope that, through association and sponsorship with the right businesses, it will be possible to continue improving the show to keep visitors returning year on year whilst meeting and improving their expectations through excellent perceived value.

Sponsorship could be financial, goods and services, or a mixture of both.

In return, your business could benefit in a number of ways by reaching a new audience and increasing brand exposure. Put your brand's name ahead of the competition and communicate your message through positive association with this great show event, by using our shared audience reach.

There are lots of ways your business can become associated with the show, but we know that a tailored approach is the only way to get the best out of the opportunity.

Please have a look at some of the selected options available overleaf, and get in contact with us so we can discuss how your business can start its sponsorship with Chale Show this year.

On behalf of Chale Show Ltd and Chale Horticultural Society, we thank you for taking the time to consider sponsoring our show.



Key Points:

- Unique opportunity to be part of one of the Islands largest and best loved annual shows
- Predictable entry numbers – advertising reach
- Varied demographic
- Attracts Island residents and Visitors to the island alike.
- High reputation of show.
- Varied visibility of your brand available.

Objectives for our partners:

- Reach a new audience and increase brand exposure
- Put your businesses name ahead of the competition.
- Communicate your message through positive association with the show by using shared audience reach.

To discuss the possibilities available with sponsorship,
please contact the Show Secretary.

Kirsty Wyeth
secretary@thechaideshow.co.uk

Too late for this year? Let's talk about future opportunities!

thechaideshow.co.uk/sponsorship



Sponsorship placement opportunities

Online:

Show website:

- Homepage banner / sponsorship ribbon & Logo
- Dedicated page and links
- Metrics of page views & engagement

Social:

- Dedicated posts to our 5,000+ Facebook followers before and during the event.
- Sponsor shout-outs and tagging on appropriate social posts.
- Instagram and X presence.

Print: Advertisements:

- Inclusion in dedicated Isle of Wight County Press Show supplement
- Island Echo Site-takeover
- Also advertising and editorial IW Observer, IW Radio.
- Sponsor logo inclusion in show advertising.

Audio: Inclusion in any paid-for radio advertising

Show Programme:

- Promotional space in 'free' show programme given to all attending.
- Logo inclusion on Programme cover and showground map.

Showground:

- Re-branding: Brand inclusion on specific show areas (music stage, kids zone, arena)
- Horticultural competition classes and prizes.

Print

- Logo inclusion on all non-specific show promotional artwork & signage.
- Banner space around main arena and Live music stage

Digital:

- Static slide or sponsor supplied video for Big LED Screen (if available).

Audio:

- Playback of supplied audio advert between arena acts.
- Shout-outs by arena Comperes

Attendance:

- Outdoor promotional space in priority location.
(sales, information, trading, competition)
- Complimentary show passes.
- Access to hospitality area.

This selection outlines previous sponsorship ideas and examples.
Please contact us to discuss other ideas and options available.

