



ROYAL THREE COUNTIES SHOW

Friday 12 - Sunday 14 June 2026

Corporate Opportunities & Partnerships





ROYAL THREE COUNTIES SHOW

A FEAST OF FARMING, FOOD AND FAMILY FUN

104 years representing the rural economy

Royal Three Counties Show is one of the largest agricultural, livestock and equine shows in the UK, championing the rural economy and land-based industries. Each year, one county 'leads' the show - 2026 is Gloucestershire's year.

The show has Royal Status and our Patron is HRH Princess Anne, who takes a keen interest in the charitable and educational aims of the Three Counties Agricultural Society.

The show hosts over 8,000 animals competing for coveted trophies, including Best in Breed and Supreme Champion and is a much loved and anticipated event in the rural calendar.

In the equine section we have over 50 Horse of the Year Show qualifying classes making it the largest external qualifier event in the UK. We are now a British Showjumping venue, and support the industry from grass roots upwards in the 'Cotswold Corner'.

In the Forestry section, two new Climbing Poles form a jaw-dropping competitive element. Farriery competitions and displays take place in a vibrant, exciting area. There are three days of Sheep Shearing competitions including Professional, Young and Female competitions. The Smallholding Area brings visitors another slice of rural life.

We were thrilled to be awarded 'Rural Event of the Year' by the National Outdoor Events Association.



Support for farmers and the rural economy

The Future of Farming Theatre is a platform for key issues and topics affecting the industry including agri-tech, farm business finance, diversification case studies, alternative income streams and succession planning. High profile speakers and experts sit alongside celebrity speakers including Kaleb Cooper and Adam Henson. Networking and a Rural Careers Fair also take place here. We offer a discounted farmers' ticket programme to support the farming community to attend, socialise and network.

Young Farmers area is an integral, important part of the show, with competitions including the famous Tug of War. Young Handler competitions in Livestock and the Pony Club and children's classes in equine all ensure younger generations can get involved in their rural community.

Over 3,500 school children come on the Friday taking part in educational workshops and 1,000+ Scouts and Guides visit to gain their bespoke Show badge.



A great day out

High-calibre entertainment includes the Red Devils parachute display team, motorcycle display teams, the STIHL British Timbersports Championships alongside carriage driving, Pony Club Mounted Games and much more.

The Old Bull Bar at the Main Arena serves local Westons cider and Wye Valley beer, or you can relax in the Champagne Bar. We offer hospitality in the Members Pavilion with a private garden overlooking the Main Arena.

The popular Food & Drink Festival champions the region's exceptional produce and drinks and we recently introduced a Wine Festival featuring purely local producers.

Two theatres, the Future of Farming Theatre and the Food and Drink Theatre, host celebrities and experts delivering over 50 talks. The Main Arena, STIHL Arena and Countryside Arenas all offer a wide range of entertainment, and the iconic moment of each day is the Grand Parade of Livestock.

Sponsorship opportunities

We are looking for new sponsors to join us. Alongside the advantages of getting your brand in front of 100,000 visitors, you will benefit from association with other sponsors and other commercial opportunities.

Our visitors are relaxed and enjoying a day out so are receptive to speaking to sponsors, discovering new products and services. Our marketing and PR campaigns cover all media and create inspiring, informative and eye-catching messages pre, during and post show.

With a physical brand presence at the Show, your staff and ambassadors can represent your company and bring the brand directly to the visitors. Exhibition stands can be positioned close to/within the area you sponsor.

You can entertain clients or reward staff with tickets, hospitality or treat them to a stay in this beautiful region.

Sponsors can also explore our education work and fulfil CSR goals through family and schools' zones at the show.



ROYAL THREE COUNTIES SHOW HEADLINE SHOW SPONSOR

A unique opportunity

The Headline Sponsor at Royal Three Counties Show has a unique opportunity to market their brand to the 100,000 attendees at the show over the three days. These visitors include competitors in livestock, equine sections; farmers; tradestands; general visitors including families, groups - anyone interested in rural life.

The sheer scale of the Show gives huge opportunity for branding for a sponsor whether Main Arena, Show rings, all show signage or on the enormous flag flown by the Red Devils as they parachute in to the show. A trade site in a highly visible, 'sponsor-only' area, eg adjoining the Main Arena, gives the sponsor a permanent presence for hospitality, entertaining and for their teams to work from. Satellite sites in other areas can extend direct reach to different audience 'hotspots', eg Equine or Livestock. Celebrities and special guests will visit the sponsors' area.

Pre and post show, one of the key benefits is the lock up logo combining the Show logo and your company logo. As Headline Sponsor, this will appear on every piece of printed, website and media, extending your brand reach.



Sponsorship benefits include:

- Naming rights to the Show eg. *Royal Three Counties Show in association with...*
- Naming rights to Main Arena eg *Main Arena in association with...*
- Your logo locked in to the Royal Three Counties Show logo
- Your logo on show website, e-comms and marketing materials
- Your logo on show signage and wayfinding
- Marketing, PR and promotional partnership and opportunities
- Up to three social media posts
- Branding included in Competition Entry Process
- Opportunity to include flyer in trader and competitor mailing
- Inclusion in e-comms related to show
- Branding in Main Arena (up to 20 banners) and across the show
- A trade/engagement space in prime, 'sponsor only' area
- Advertising and branding on big screens around the show
- Advertisements in the livestock and equine catalogues
- Option to provide branded flag to Red Devils for daily jump
- Participation in competitions and presentations
- Tickets and hospitality
- Invitation to VIP events at the show



Royal Three Counties Show in association with YOUR BRAND
From £30,000+VAT

ROYAL THREE COUNTIES SHOW

AREA SPONSORS - THE FARMING VILLAGE

The Farming Village

The Farming Village sponsor gives a huge opportunity for a company to be highly visible in this area of the show, and the marketplace, and to link up and liaise with the farming community. Your brand will be front and centre to competitors, farming and general visitors. It is a rarely available opportunity to create a visible, impactful and beneficial partnership.

High profile National Shows take place each year, in 2026 we are hosting shows for Aberdeen Angus, Longhorn, South Devon and Red Poll. Preparations are underway for the prestigious World Hereford Conference, a global event hosted by the Royal Three Counties Show in 2028.

The sheer size and height of the six agricultural halls allow for hanging banners and large scale signage, and the Livestock Avenue outside can benefit from flags, bunting and banners. Over 30 showrings can be branded and we can discuss how the sponsor can add value to all areas including judging, prizes, Stockmans' Supper and the daily Grand Parade. Other areas, eg Sheep Shearing, Countryside Arena, The Smallholders' Village, Rural Careers Fair can be incorporated.

A premium site trade stand overlooking showrings gives the sponsor an 'on the ground' presence, close to where the action takes place and a great base for engaging and entertaining clients, staff and visitors.



Sponsorship includes:

- Naming rights - *The Farming Village* in association with...
- Opportunity to brand the Farming Village:
 - Agricultural halls (hanging and static banners)
 - Show rings (up to 30 perimeter banners)
 - Livestock Avenues and other areas (feather flags, A frames etc)
 - Additional sites tbc
- Your logo on show website, e-comms and marketing materials
- Your logo on all Farming Village signage
- Advertisement in the livestock schedule and catalogue
- Marketing, PR and promotional opportunities
- Up to 2 social media posts
- Inclusion in related e-comms
- Tickets and hospitality at the Show
- A trade/engagement space within the Farming Village



The Farming Village in association with YOUR BRAND
From £15,000+VAT

ROYAL THREE COUNTIES SHOW

AREA SPONSORS - EQUINE VILLAGE & SHOW JUMPING

Equine Village and Show Rings

The Equine Village encompasses five main showing rings, the Cotswold Ring for showjumping, the trade area, stables and Cotswold Corner. Equine classes also take place in the prestigious Main Arena.

The Show regularly boasts an enviable number of Horse of The Year Show (HOYS) qualifiers with 54 classes in 2024. In 2024, there were over 2,000 equine entries in nearly 300 classes.

The show rings - Malvern, Gloucester, Ledbury, Hereford and Worcester - sit alongside the Cotswold Showjumping Ring. The Cotswold Corner is an exciting area offering interactive demonstrations, education, fun and 'try out' activities linking to Pony Clubs and riding charities.

The Equine trade area is situated close to the Malvern Ring serving professional equine exhibitors and leisure and hobby riders. Close to this area is Royal Parade with prestige, luxury brands and the ever popular Champagne Bar. The Countryside Arena also hosts Heavy Horses and mini ponies.

The Equine area offers opportunities for hospitality, networking, product launches and demonstrations.



Sponsorship Options:

Equine Village Headline Sponsorship:

- From £10,000+VAT or £12,000+VAT to include Cotswold Showjumping Ring*
- Naming rights - The Equine Village in association with...
- Opportunity to brand the Equine Village:
 - Show rings (up to 20 perimeter banners) and Show ring name boards
 - Equine Avenues and trade area
 - Cotswold Corner
- Naming rights for The Malvern Ring
- Opportunity to choose two class sections to sponsor, present prizes
- Provide prizes across all sections
- Your logo on show website, e-comms and marketing materials
- Your logo on all Equine Village signage
- Marketing, PR and promotional opportunities
- A trade/engagement space within the Equine Village
- Up to 3 social media posts
- 15 tickets with hospitality



Cotswold Showjumping Ring*:

From £3,000+VAT*

- This prestigious Showjumping Ring brings new classes to the show
- The Cotswold Ring has its own grandstand viewing area
- Branding on the perimeter and on selected elements in the ring.
- Name on Show Map, website, catalogue and PA announcements.
- 8 tickets with hospitality



Rings Sponsorship:

From £1,500+VAT

- Hereford & Ledbury Rings or Gloucester & Worcester Rings
- Branding on the perimeter and on selected elements in the ring.
- Name on Show Map, website, catalogue and PA announcements.
- 6 tickets



Class Section and Single Class Sponsors:

- Section sponsors are from £650+VAT and single classes from £350+VAT
- Name on Show Map, website, catalogue and PA announcements
- 4 tickets for section, 2 tickets for classes



ROYAL THREE COUNTIES SHOW AREA SPONSORS - FUTURE OF FARMING including RURAL CAREERS FAIR

Future of Farming

The Future of Farming is dedicated to promoting rural life, championing rights and addressing key issues for the agricultural and related sectors. The Show provides the centre point for the programme which has satellite events through the year.

The Future of Farming Theatre combines a lively, interactive theatre and event space with exhibition stands for sponsors and partners. There is a full and varied programme of talks, interviews, book signings and panel sessions.

Topics covered to date include agri-tech, diversification, alternative income streams, soil quality, succession planning and farm business finance. Industry experts are joined by celebrities - in 2025, Kaleb Cooper, Adam Henson, JB Gill and Ally Hunter-Blair.

Networking events take place between sessions and are a chance to socialise with peers and experts. The Rural Careers Fair on Saturday is aimed at Young Farmers, Agricultural Colleges' Alumni and younger visitors to promote the variety of jobs and careers in the sector.

The Future of Farming can be co-sponsored by up to three sponsors, from different sectors and not in competition.



Sponsorship includes:

- Naming rights with co-sponsor - *Future of Farming in association with...*
- Your logo on show website, e-comms and marketing materials
- Your logo on all Future of Farming signage
- Your logo and name associated with the Rural Careers Fair
- Marketing, PR and promotional opportunities
- Up to 2 social media posts
- Host one networking session (hospitality at cost to sponsor)
- Tickets and hospitality at the Show
- A trade/engagement space



**Future of Farming co-sponsorship packages 'in association with YOUR BRAND
From £6,000+VAT upwards**

ROYAL THREE COUNTIES SHOW

AREA SPONSORS - THE FARM OFFICE, FORESTRY

The Farm Office

For 2026, we are introducing a new area, The Farm Office. This will be an area of the Showground situated in between the Farming Village, the Education area and Future of Farming theatre, where visitors can find rural professionals and services, including legal, insurance, planning and financial.



Sited in premium trade space with high footfall, this will be a 'must visit' area of the show for farmers or landowners looking for advice and expertise, and for social interaction and networking.



The Farm Office is an ideal partnership for a company wanting to work with the Three Counties team to build up the area and reach the agricultural audience at the show.



A Sponsor would have their name and logo on marketing and branding associated with The Farm Office and have a tradestand / 'Hero' exhibition space. Tickets and hospitality can be included in the package.



**From £5,000+VAT for one year,
or £12,000+VAT for 3 years**

Forestry

The Forestry area of the show is dedicated to forestry, silviculture and arboriculture. The area combines traditional tall climbing poles over 100ft tall, used for displays and competitions, alongside specialist trade stands and hospitality. It is a hub for companies involved in the sector.

Forestry is a key part of the show - and highly visible with the towering new poles - giving a great opportunity for a sponsor to be involved in all aspects including naming rights, competitions and provision of prizes. Pole climbing is very popular, with well supported competitions and providing a jaw dropping spectacle for the crowds.



Near to Forestry is the STIHL Arena hosting the British Timbersports Championships and the Future of Farming Marquee, where the agenda is focussed on land based industries and issues affecting agriculture.



A sponsor in Forestry can have associated naming rights, sponsor the new climbing poles (used at two shows), benefit from marketing and PR support, a tradestand presence, branding and advertising, tickets and hospitality.

**From £5,000+VAT for one year,
or £12,000+VAT for 3 years**



ROYAL THREE COUNTIES SHOW

SPONSORS - ROYAL PARADE & CHAMPAGNE BAR, FOOD & DRINK, SAMPLING

Royal Parade & Champagne Bar

The Royal Parade is a premier destination area within the show. Surrounded by picturesque views of the equine rings, the Main Arena and the beautiful Malvern Hills, it offers a high end shopping experience with top countryside brands. From bespoke hats to luxurious footwear, award-winning spirits to unique pottery and paintings, this is a must-visit area for show visitors.



The Champagne Bar has private ringside seating so guests can relax, savour the atmosphere and watch the action in the Main Arena.



A sponsor here would have their name and logo on all Royal Parade marketing and branding and have a tradestand / site space in the area (6m x 6m). They would also receive tickets and hospitality.



From £6,000+VAT depending on size of tradestand required



Food & Drink Festival

Each year, the Royal Three Counties Show celebrates the finest produce from the three counties and beyond with artisan food and drink producers, delicious street food producers, celebrity cookery demos and much more!



The Food & Drink Village combines fantastic produce, stalls and bars with live music and entertainment. A great place to relax and enjoy the show! The Food & Drink Theatre hosts demonstrations by chefs and food producers. In 2025, the Wine Festival showcased six local producers and The Beefy Boys took over the cookery theatre with competitions and talks.



A sponsor here would have their name and logo on all section marketing and branding, have a tradestand / site space in the area (6m x 6m) and receive tickets and hospitality.



From £6,000+VAT

Sampling Partners

Everyone loves a free sample! And show-goers are no exception... We welcome collaborations with partners for sampling on site to our visitors.



Sampling partners can benefit from great sites at the Festival, promotion and exposure through marketing and website and reach the 100,000 footfall during the three days of the show. We have worked with Bonne Maman for many years, sampling chilled desserts and ambient products as well as giveaways at exits.



Sampling partnerships start from £2,500+VAT

ROYAL THREE COUNTIES SHOW

SPONSORS - MACHINERY MILE, ADVENTURE AVENUE, SMALLHOLDERS' VILLAGE, MUSIC & BANDSTANDS

Machinery Mile

As visitors enter through the South Gate, they walk through the prestigious Machinery Mile housing all the big machinery and equipment, creating a real 'wow' moment.

Along one of the main avenues, exhibitors in this section are situated in prime trade areas with high footfall. It's a must visit area of the show, whether a farmer or landowner wanting to purchase or an interested visitor,

An ideal partnership for a company with land based vehicles, equipment and products. A Sponsor would have their name and logo on all Machinery Mile marketing and branding and have a tradestand / 'Hero' exhibition space in the area. They would also receive tickets and hospitality.

From £6,000+VAT depending on size of tradestand required



Live Music and Bandstands

Live music at the bandstands from local artists and choirs make these wonderful areas at the show for visitors to relax, sip a drink, enjoy a snack and enjoy the view!

A sponsor could benefit from branding, trade stand space in a key area or perhaps sampling opportunities.

From £3,000+VAT



Adventure Avenue

This is the area of the show for everyone to try something new, not just our younger visitors! It's all about 'having a go' and finding a new, different activity. Often visitors comment that they'd not have tried it out unless they'd seen it at the show!

The range of activities is split between sports, outdoor and countryside pursuits. It is well supported by services with the Police, River Rescue, Army, Navy, RAF and Air Ambulance. All the stands are sited along a main show avenue, leading to North Gate and close to the Vintage Fairground and the STIHL British Timbersports Arena. It's a bright, vibrant, fun area!

A sponsor would have their name and logo on all Adventure Avenue marketing and branding, a tradestand in the area (6m x 6m), tickets and hospitality. **From £6,000+VAT**



Smallholders' Village

The Smallholders' Village is a destination for anyone passionate about self-sufficiency and small-scale farming, raising poultry, alpacas and goats, or wanting to discover the art of beekeeping. Experts are on hand to advise, educate and explain.

Sustainability takes centre stage with top tips on composting, vegetable gardening, keeping soil healthy and eco-friendly practices. Visitors can enjoy potato digging and live wormeries too - making it an inspiring space for all ages to embrace the joys of self-sufficiency! A sponsor would have their name and logo on all marketing and branding, a tradestand/exhibition space in the area, tickets and hospitality.

From £3,500+VAT



ROYAL THREE COUNTIES SHOW

SPONSORS - MEMBERS PAVILION, GRAND PARADE, STOCKMANS' SUPPER

Members' Pavilion

With over 2,000 members, President's VIP guests, judges, sponsors and hospitality guests, the 150m Members' Pavilion is highly visible space, high traffic for a sponsor to be associated with. The marquee and garden provide one of the best views of the Main Arena. A sponsor of the Pavilion can have naming rights, a tradestand, branding, Main Arena advertising, tickets and hospitality.

From £5,000+VAT



Grand Parade

This daily Parade of livestock takes place on the Main Arena. Champions in cattle, sheep, goat and pig classes parade in front of the thousands of visitors. It's a wonderful, affirming spectacle and the culmination of the day's showing and classes. Each animal and stockman participating is entered into the Daily Raffle for a great prize. A sponsor can also have up to 3 banners in the Main Arena plus, tickets and hospitality. **From £3,000 +VAT**



Stockmans' Supper

The annual Stockmans' Supper takes place in the Members' Pavilion for over 300 guests. This is a great night for socialising and re-connecting with 'show' friends over drinks, a meal and with a live band. Sponsorship of the night is available with naming rights, branding, presence on the night and advertising on the perimeter of Main Arena. **From £2,000+VAT**



MARKETING AND ADVERTISING

2025 Show

Media & PR reach

For the 2025 show, we recorded Advertising Value Equivalent (AVE) of £317K and an Opportunity to See (OTS) of over 92 million. Several TV production teams were on site, alongside 100 writers, journalists, bloggers, vloggers, influencers and photographers. Over 320 articles appeared across all media forms.

National Broadcast

- ITV Central and BBC West Midlands

Online

- Dedicated website royalthreecounties.co.uk
- 100,000 database
- 75,000 email database (ticket buyers)
- X followers (2K)
- Facebook followers (38K)
- Instagram followers (10K)
- Google display network, You Tube
- Facebook paid for advertising & remarketing
- AdWords campaign

National, Regional & Specialist Press

- Regional press (Gloucestershire Echo, Gloucester Citizen, Western Daily Press, Worcester News, Hereford Times, Berrows Journal)
- SoGlos, Muddy Stiletto's, Explore Gloucestershire
- Countryside Magazine (NFU)
- The Farmer, Farmer's Weekly, Farmer's Guardian
- Cotswold Life, OX Mag, Living Magazines

Print

- Leaflet distributed (Three Counties)
- Direct mail to Three Counties database
- Postcard to Three Counties visitors (35K)
- Catalogues and Show Map sales (11K)





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