

Attend the Great Yorkshire Show with us

Great Yorkshire Show

Tuesday 11 - Friday 14 July 2023

The Great Yorkshire Show is an iconic event and one of the biggest agricultural events in the English calendar. Every year, more than 140,000 visitors head to the Great Yorkshire Showground in Harrogate, North Yorkshire to enjoy shopping, eating, drinking and spectating agricultural and animal competitions.

Great Yorkshire Show at a glance:

- 140,000 visitors (2022 Show)
- An affluent audience of 73% ABC1 social demographic
- Average transaction per visitor: £99.50
- A Loyal Audience:
 - 94% of visitors agree that the Great Yorkshire Show is a great day out
 - 97% of visitors would recommend the Great Yorkshire Show

Join the North Yorkshire stand

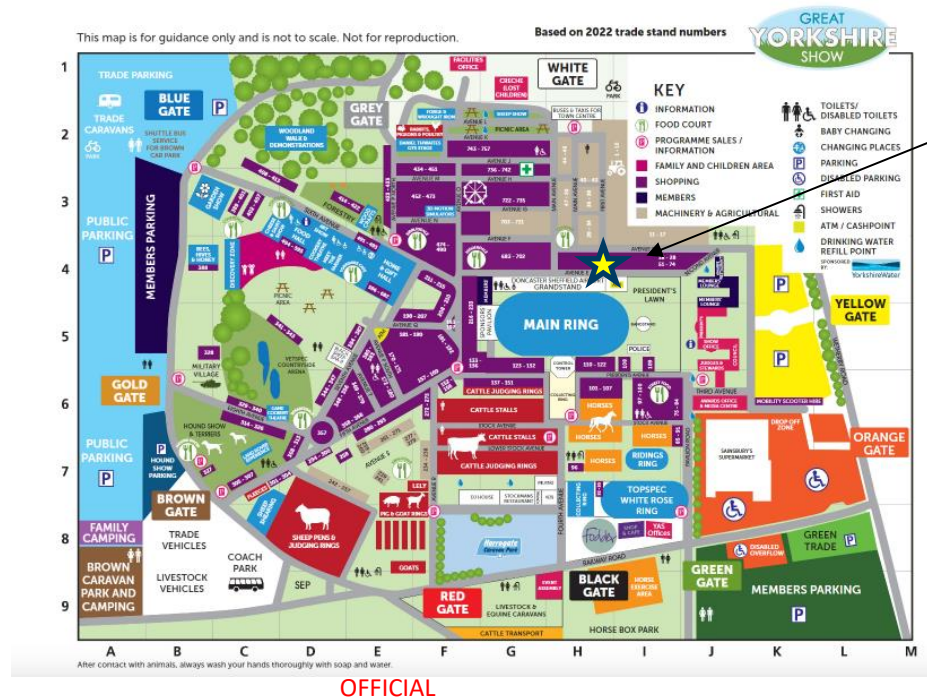
Join us on our stand and promote your business to a potential audience of over 140,000, and help to position North Yorkshire as an attractive and unique visitor destination for day visits and short breaks.

The stand, supported by representatives from the North Yorkshire tourism teams will be vibrant and interactive to engage passers-by whilst showcasing the breadth of offer available across our county.

The stand space is 12m x 9m (108 sq m), stand number 693, located on Avenue E in a high footfall area outside of the main arena.

See full package details on the following page.

Stand located here



Partner Packages

Premium pod partner: £1,000 + VAT (per day)

- Presence on the premium partner pod on the North Yorkshire stand
- Opportunity for **two representatives** from your business to attend and engage with visitors
- Branding included on pod panel
- Support with distribution of marketing materials from North Yorkshire team (for all **four days** of the show)
- Opportunity to showcase your business with pop-up activations, offer of experience (spa treatment etc), or sample giveaways (*Activity and requirements must be specified upon submitting an expression of interest*)
- Opportunity to run your own competition
- Opportunity to contribute item and/or literature to the North Yorkshire goody bag
- Promotion across North Yorkshire tourism websites and social media channels in run up to and during the show
- **Two** admission tickets for **one day** of the show

**Premium Partner pod is only available for one day of the show*

**Premium Partner pod must be staffed by at least one representative from your business*

**Edible sample giveaways are restricted to 1-2 bites for food and 10ml for drink*

Pod partner: £500 + VAT (per day)

- Trestle table presence on stand
- Opportunity to display own branded pop-up banner
- Opportunity for **one representative** from your business to attend and engage with visitors
- Your marketing literature distributed (for **one day only** of the show)

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- Opportunity to run your own competition
- Opportunity to contribute item and/or literature for North Yorkshire goody bag
- Support with engagement from North Yorkshire representatives
- **One** admission ticket for **one day** of show

**Pod partner package is only available for one day of the show*

**Pod partner package must be staffed by at least one representative from your business*

Literature package: £200 + VAT (for all four days)

- Your marketing literature;
 - Distributed for **four days** of the show
 - Included in North Yorkshire goody bag
 - Displayed in leaflet rack on North Yorkshire stand

**A maximum of one box of literature to be supplied per partner*

**All literature must be delivered between Tuesday 27th – Thursday 29th June 2023. Address to be provided upon booking*

**All literature must be relevant to potential visitors to the North Yorkshire area*

To express an interest in attending the Great Yorkshire Show on the North Yorkshire stand, please fill in the Expression of Interest form and return to either:

Helen Suckling, Destination Harrogate, helen.suckling@destinationharrogate.co.uk

OR

Sarah Barrowby, Discover Yorkshire Coast, Sarah.Barrowby@northyorks.gov.uk

For more details, or if you have any questions please don't hesitate to contact us.

Expressions of interest by: Monday 22nd May 2023