

# Bilsdale Agricultural Society Show Trade and Commercial Guide



## BILSDALE SHOW HISTORY

The Bilsdale Show has been running for over a hundred years. It relies on the tremendous support and generosity of the public, local businesses and the time volunteered by residents of the valley and local area for its continued success.

The show is run on a charitable, not-for-profit basis, with the aim of promoting and advancing, for the benefit of the public; agriculture, horticulture and rural crafts, in all their branches. Each year we make a significant donation to local charities.

## OVERVIEW

As well as a great way of promoting your business or organisation locally, Trade Stands, Sponsorship and Advertising play a key role in making the Bilsdale Show such a success. The show committee want the relationships we have with our partners to be mutually beneficial and to work as smoothly as possible. We will always welcome feedback on how we can do this better.

This document aims to provide businesses and organisations with the information they need to book promotional activity linked to the annual Bilsdale Show. It also provides guidelines for activity before and on the day of the show. Further information can be found on our website [bilsdaleshow.co.uk](http://bilsdaleshow.co.uk). Any further questions, please do not hesitate to contact us.

## TRADE STANDS

Trade Stands provide the opportunity to sell and promote goods and services. Our aim is to create an attractive Market Street for the public to enjoy and where they can spend money throughout the day. The team will work with you to find you the best pitch possible.

### Costs

Small:	Up to 5m wide	£50	All Trade Stand Pitches are normally 8m deep
Medium:	Up to 8m wide	£75	
Large:	Over 8m wide	£90	

### Conditions

Health and Safety is a key priority, and you must supply a **completed Risk Assessment** as part of your Commercial Agreement which will be reviewed and if required any questions or clarifications sought.

Bilsdale is a rural environment and as such weather can vary. Your stand is your responsibility and we ask you to ensure that your trade stand is in a good state of repair and of sufficiently sturdy construction to cope with weather safely, both for yourself and the general public. We reserve the right to ask you to remove or secure any equipment that poses a potential risk.

You must have current, valid insurance including public liability insurance for a minimum of £1m and **provide certificate evidence** of this with your Commercial Agreement. If your stand includes any potentially hazardous activity (e.g. Climbing Wall, Swing Boats, Motorbikes) you will need a minimum of **£5m** public liability cover.

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If you are unable to provide evidence of current and valid insurance **prior** to the show day, you will not be able to display on the show field.

You are not allowed to run any raffles or tombolas, either at your stand, or on any part of the showground.

## Setting up your stand

*Day before the show* - If you would like to set up your stand or deliver any equipment before show day, please let us know. We can arrange access to the show field on the Friday (the day before the show) between 9am and 8pm. There will be a member of the team on the show field during the day to advise you and overnight on the Friday night, however we cannot take any responsibility for the security and safety of your property.

*On the day of the show* - the gates will open at **7am** and stands must be **set up by 9am** and remain in position **until 5pm**. This stipulation is to avoid congestion at the gate between public and commercial traffic, but also to ensure that the public have a great experience.

## ADVERTISING

### Colour adverts

We publish two A5 colour booklets for you to advertise in. When you purchase an advert, it will appear in both booklets for the single fee quoted below.

First is the show **Schedule**. This contains adverts and details of the show and all the classes available for display and competition. This is sent out to previous exhibitors, where details have been provided and available for the public to collect at selected local retail outlets.

Second is the **Catalogue**. This gives details of competitors, adverts, sponsors, the Market Street layout, etc, as well as show event timings. We offer people free copies of the Catalogue when they pay for their show entry and ask for voluntary donations to our chosen charity.

### Show Day Banners

These are displayed around the field on show day and vary in size. In addition to advertising or trading, these are a good option for businesses unable to attend on the day itself, or to further promote your trade stand. The quote cost is to display your banner around the show rings – you must provide your own banner.

### Costs

Quarter page	£40	Half page	£60
Full page	£90		

Please provide your artwork in JPG, PNG, or PDF format at an appropriate resolution to be printed in an A5 booklet. Supplying Artwork is your responsibility please email your proposed designs to the Advertising contact.

Please book adverts and supply your artwork by **1st April** at the latest.

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## SPONSORSHIP AND DONATIONS

The generosity of our sponsors and donors is key to the survival of the show and we are incredibly lucky to have a number of individuals and businesses who provide financial and practical support each year. We always need more help, so if you are able to support a show class or activity that would be fantastic. There are a couple of ways you can help.

### Sponsorship - Trade

This relates to a financial contribution made by a company or trading partner. This includes, but not exclusively, vouchers and monetary contributions for prizes and awards. You will be listed in the show booklets as sponsors for whichever sections or classes you are supporting. Where a company provides a minimum of £15 value of sponsorship, they will receive a small promotional banner in both of our publications in addition to other activity reserved.

### Donation – Non-trade

This relates to any financial contribution from an individual, (not a company or trading partner) towards prizes monies, or to provide a trophy or shield.

Wherever possible, the name of individuals who make a donation will be listed in the show booklets. If you wish to donate, but don't want your name listing, please make sure you let us know.

## HOW TO BOOK

### Trade Stand or Advertising Space

If you would like to book a trade stand or advertising space, please email the Trade Stand Manager with details of your enquiry, such as the size of stand you would like, what your company/organisation will be selling or promoting, and include your contact details. For those purchasing both a trade stand and advertising space, a discount of 10% will be offered.

Following your initial enquiry, we will review the enquiries and then send you a copy of our commercial agreement. This will detail the order that you have discussed and agreed with the Trade Stand Manager, along with the fees. Payment details are provided on the agreement document.

To secure your booking you must:

- complete and sign the agreement
- pay the fees set out in the agreement
- send the signed Agreement and required documents to the Trade Stand Manager

### Donate or Sponsor

If you would like to **sponsor** a section or specific classes, or you wish to **donate** towards prizes or awards, please contact the Show Secretary with details of the support you would like to offer. Contact details are on the last page of this guide.

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## DATA PROTECTION

In line with the requirements of the Government legislation regarding data protection when you sign the Commercial Agreement you agree to authorised members of the Bilsdale Agricultural Show Committee holding relevant commercial data for the purpose of marketing (to you), payment, and the facilitation of your agreement.

The data you provide, including, but not exclusively, your name, address, contact, bank details, etc, will only be processed and stored by the Treasurer and/or other authorised members of the show committee for the purpose of running the annual show. It will only be provided to third parties, if required, for financial, insurance, health and safety, or legal / regulatory requirements.

Your records will be held on password protected computers or in secure files, and all reasonable steps will be taken to ensure that your data is processed and stored securely.

Please make sure you tick to agree to these Data Protection requirements when you sign the commercial agreement form.

## CONTACTS

<b>Trade Stand Manager</b>	Mark Allison	<a href="mailto:mark.allison80@gmail.com">mark.allison80@gmail.com</a>	07979 540148
<b>Accounts / Treasurer</b>	Natalie Roberts	<a href="mailto:natalielroberts@aol.com">natalielroberts@aol.com</a>	07989 343660
<b>Advertising &amp; Show Secretary</b>	Jane Smith	<a href="mailto:bilsdaleshow@outlook.com">bilsdaleshow@outlook.com</a>	
<b>Show Ground Manager</b>	Peter Smith	<a href="mailto:petersmith1954@hotmail.co.uk">petersmith1954@hotmail.co.uk</a>	07896 510110