

Show Secretary, Mrs J. Parker, Home Farm, Weston-by-Welland, Market Harborough, Leicestershire, LE16 8HZ

~ Tel: 01858 565 226 ~ Fax: 01858 565 227 ~ Email: home-farm@supanet.com



February 2010

Dear

BLASTON SHOW 2010 SPONSORSHIP AND ADVERTISING

I write to you on behalf of Blaston and District Agricultural Show Society. The 53rd Blaston Show will be held on Sunday 27th June this year. All of the usual attractions will be present including main ring displays, children's entertainment, trade stands, licensed bar and refreshments, classic cars and tractors and rural crafts as well as the extensive showing of horses and ponies, sheep, dogs and hounds. We are also introducing a cattle exhibit for the first time. Each year, profits from the show are given to charity and this year the main charity we are supporting is the Derbyshire, Leicestershire and Rutland Air Ambulance.

The Society would like to offer you the opportunity to support the Show either as a sponsor or through advertising. Details of the options available for sponsorship and advertising for 2010 are shown on the attached form.

Based on previous attendances, in excess of 2,500 people are expected at this year's Show. Additionally, over 1,500 Show Catalogues will be circulated before and during the event and we also experience numerous hits on our website – www.blastonshow.co.uk. The organising committee are also continuing to raise the profile of the Show through increased advertising, media press releases and road side banners.

To confirm your sponsorship or advertising for the Show, please complete the attached **Reservation form** and post along with your **payment** to the Show secretary at the address shown above. *(Please make cheques payable to Blaston & District Agricultural Show Society).*

You will be contacted at a later date to arrange for your required artwork, logos and advertisements to be electronically sent to the Society. If you have any further queries, or have any specific sponsorship requirements, please contact me by email at NBurgess@lcpproperties.co.uk or by calling me on **07831 093621**

We look forward to seeing you at the 2010 Show and thank you in anticipation of your support.

Yours sincerely,

Mr Nick Burgess
Head of Sponsorship and Advertising