

“ Waitrose Education were very pleased to be part of the event; the responses were fantastic and the results very successful ”

Waitrose



## THE ROYAL SHOW

7TH - 10TH JULY, 2009

### Media & Marketing

- Press coverage for 2008 saw advertising secured in over 54 titles with press and PR secured in a further 131 regional and national titles.
- The 2008 Show attracted over 950 registered journalists, including 86 broadcast journalists.
- Print, press and publicity combined with both local and national **Radio and TV coverage** will offer exciting cross-media promotion. Would you like to be part of this? Ask for more information.
- More media partners to be announced very soon in our key areas; food, farming and rural life.
- A NEW Royal Show website will be launched for 2009.

This year we are already working with media partners including:



### Sponsorship

The Royal Show provides a fantastic range of sponsorship opportunities. Each can be tailor-made to meet the needs of your company or organisation. Associate your brand with exciting features, events, championships, education, science, food, equine, flower and garden, conferences, the countryside or farming business. With so much to offer and a wide variety of opportunities available, talk to us now to find out more.

There is so much more to sponsorship at the Royal Show in 2009. Opportunities can include integration into our marketing and PR campaigns or into our education programme, brochure, schedules and catalogues.

Call now for more information on **0845 2706800** or email **info@channellevents.com**. Don't miss out.

### Essential contact details

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The Royal Show is proudly organised and presented by the **Royal Agricultural Society of England**.  
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