

### Overall Sponsorship Packages

We are happy to discuss major sponsorship packages as follows:

- All Kids Country events excluding Food & Farming Day
- Food & Farming Day 2022

### Event Packages

Event	
Breakfast Week <i>January &amp; November</i>	Product in kind related to event Financial assistance to run event up to £5,000
Grow Your Own Produce <i>March and June</i>	Product in kind related to event Financial assistance to run event up to £5,000 Financial assistance towards school transport £500
Cubs & Scouts <i>March</i>	Product in kind related to event Financial assistance to run event up to £2,500
Happy Chicks <i>May</i>	Product in kind related to event Financial assistance to run event up to £2,500 Financial assistance towards school transport £500
Bee Visits <i>May to June</i>	Product in kind related to event Financial assistance to run event up to £2,500 Financial assistance towards school transport £500
Food & Farming Day <i>July</i>	Headline Sponsor £30,000 Financial assistance towards school transport £2500 + Individual packages £5,000 +
Autumn Apples & Pears <i>October</i>	Product in kind related to event Financial assistance to run event up to £2,500
Soup Challenge <i>October to December</i>	Product in kind related to event Financial assistance to run event up to £2,500 Financial assistance towards school transport £500
Education Area	Ongoing maintenance



East of England Agricultural Society  
Website: [www.kids-country.co.uk](http://www.kids-country.co.uk)  
Twitter: @KidsCountryUK  
Facebook: @KidsCountryUK  
Registered Charity Number 283564



# Kids Country

## Sponsorship Opportunities



## **About Us**

Kids Country is the East of England Agricultural Society's education programme. Our extensive schedule of events runs throughout the academic year, and we pride ourselves on delivering exceptional, hands-on learning experiences around food, farming and the countryside from our home at the East of England Showground in Peterborough.

All events incorporate elements of the national curriculum delivered by industry experts and professionals in a fun, interactive environment.

## **Key Statistics**

- Over 8,000 children reached each year
- Strong relationships with over 100 schools and teachers across the region
- Collaborative relationships with numerous educational organisations concerned with the promotion and support of agriculture and the countryside
- Permanent Education Area, including thatched barn, bee observatory and willow maze which hosts numerous events
- Links with regional Cubs and Beavers groups



## **2021/2022 Programme**

- |   |                          |
|---|--------------------------|
| • Winter Warmer Soup Challenge                  | October to December 2021 |
| • Autumn Apples and Pears                       | 4 - 8 October 2021       |
| • Breakfast Week                                | 8 - 12 November 2021     |
|   | 17 - 21 January 2022     |
| • Grow Your Own Produce (Planting) <sup>+</sup> | Wednesday 2 March        |
| • Cubs & Beavers Day                            | Saturday 26 March        |
| • Happy Chicks Day                              | Wednesday 4 May          |
| • Grow Your Own Produce (Harvesting)*           | Tuesday 7 June           |
| • Bee Observatory Visits                        | May to June              |
| • <b>Food and Farming Day</b>                   | <b>Friday 1 July</b>     |

<sup>+</sup>Two-part event



There are many exciting and rewarding opportunities available for sponsors, on an individual or corporate basis.

- **Product Donation:** Gifts in kind are always welcomed, whether it's a jar of honey for our Bee Observatory visits or 5000 bananas for the Food & Farming Day
- **Volunteers:** Supplying staff to volunteer at our events as part of a CSR programme
- **Financial Support:** We have a wide range of sponsorship packages to suit you and your business, ranging from £500 to £30,000



We know that it has to make good business sense for our sponsors—and we work hard to deliver this. We have a considerable collection of testimonials which evidence our successes.

## **Benefits of Sponsorship**

- Align your brand with a major player in the education, agriculture and event industries
- Opportunities to promote your product and business to 8,000 school children and their teachers / guardians each year
- Targeted access and relationship building within the region's teaching and education sector
- Use of the Education Area and Showground suites, subject to availability
- Acknowledgement on literature, website and at events
- Ongoing press and PR, including social media, around sponsorship and activities
- Visibility to hundreds of thousands of Showground visitors each year
- Opportunities for display boards and banners within the Education Area, and on Showground site boundary fencing and gates
- Product provision and sampling at events where relevant

## **Contact Information**

For more information, please contact:  
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