

### Overall Sponsorship Packages

We are happy to discuss major sponsorship packages as follows:

- All Kids Country events excluding Food & Farming Day
- Food & Farming Day 2019

### Event Packages

Event	Product / In Kind
Breakfast Week <i>January</i>	Porridge oats, bacon, bread, flour, eggs, milk, loan of a tractor
Cubs & Scouts <i>March</i>	Teaching of rural skills
Grow Your Own Potatoes <i>March and June</i>	Seed potatoes, compost, loan of farm machinery, ingredients for potato salad, refreshments
Happy Chicks <i>May</i>	Poultry housing, loan of chickens, poultry keepers kit, display materials, refreshments
Outdoor Classroom Day <i>*NEW* May</i>	Teaching of rural skills
Food & Farming Day <i>June</i>	Exhibitor support, product for tasting, support for a demonstration
Bee Visits <i>May to July</i>	Honey for tasting, loan of beekeeping equipment
Soup Challenge <i>October to December</i>	Ingredients for soups, loan of kitchen equipment, prize money
Willow Maze	Ongoing maintenance

East of England Agricultural Society  
East of England Showground  
Peterborough, PE2 6XE  
Website: [www.eastofengland.org.uk](http://www.eastofengland.org.uk)  
Twitter: @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 Beaver, Cubs and Scouts groups



## 2019 Programme

- |  |                            |
|--|----------------------------|
| • Breakfast Week                                 | 21-25 January              |
| • Grow Your Own Potatoes (Planting) <sup>+</sup> | Wednesday 6 March          |
| • Cubs & Beavers Day                             | Saturday 23 March          |
| • Happy Chicks Day                               | Wednesday 8 May            |
| • <b>Outdoor Classroom Day *NEW*</b>             | <b>Thursday 23 May</b>     |
| • Grow Your Own Potatoes (Harvesting)*           | Wednesday 5 June           |
| • <b>Food and Farming Day</b>                    | <b>Friday 29 June</b>      |
| • Bee Observatory Visits                         | May to July                |
| • <b>Winter Warmer Soup Challenge</b>            | <b>October to December</b> |

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



To deliver our ambitious programme, we rely heavily on the support of volunteers and sponsors.

There are many exciting and rewarding opportunities available for sponsors, on an individual or corporate basis. From product donation, and supplying volunteers as part of a CSR programme, to financial support, we are always happy to discuss any aspect of sponsorship. 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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