

AJS
AJS GROUP
AJS



SFM '24
SHOW EST. 1992

SPONSORSHIP
PROPOSAL

www.ajspromotions.com

@springfarmmachineryshow





ABOUT US

AJS Promotions are one of the leading Events and Exhibition Organisers in the UK with over 20 years experience, each event is professionally presented to create satisfaction and success.

Our expertise is unrivalled in the presentation of prestigious exhibitions and events, drawing very high attendances. We have established long term relationships with major industry associations and leading corporate bodies in order to provide successful events which are informative and up to date.

Our focus on continued improvement underlies the company's sustained growth which is demonstrated by the continued expansion of each event.



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[@springfarmmachineryshow](https://www.instagram.com/springfarmmachineryshow)



BALMORAL 2023 INSIGHTS

SFM will continue to build on its success as Ireland's premier farm machinery, equipment and agricultural services show. It is where the industry connects together to do business and forecast for the season ahead.



ATTENDANCE



11,385

COMBINED REACH



1.2 Million Impressions

UNIQUE WEBSITE VISITS



42,000

EXHIBITORS



204

BUSINESS GENERATED



Helped our clients generate millions of pounds worth of business



CAVAN 2023 INSIGHTS

SFM will continue to build on its success as Ireland's premier farm machinery, equipment and agricultural services show. It is where the industry connects together to do business and forecast for the season ahead.



ATTENDANCE



11,480

COMBINED REACH



1.2 Million Impressions

UNIQUE WEBSITE VISITS



42,000

EXHIBITORS



194

BUSINESS GENERATED



Helped our clients generate millions of pounds worth of business





HOW **SPONSORING** WILL BENEFIT YOUR COMPANY

- Be associated with Ireland's leading farm machinery & services show.
- 15,000 attendees featuring high quality decision makers.
- Generate potential millions for your business as proven success stories in previous years.
- Unrivalled media coverage pre and post event across multiple platforms. In 2023 our marketing campaign reached an audience of 1.2 million, with press coverage in 8 farming titles and a vast digital reach.
- Sold out exhibition space showcasing the leading brands and businesses in the Agri and Machinery sectors.
- The SFM Show is where the UK and Ireland machinery sector connects to do business. With extensive marketing reach and an industry leading events team, SFM has entered a league of its own in Ireland.
- The SFM show is showcased in a world class exhibition venue ideally located and accessible by car, train, bus and plane.

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SPONSORSHIP OPPORTUNITIES

Maximise your investment, think about how best to promote your company and how to make your brand stand out at SFM Show. Talk to us about your objectives and we will help you to achieve them through a range of flexible sponsorship opportunities, with options to suit every budget.

HEADLINE SPONSORSHIP £12,000 + VAT

Unrivalled marketing opportunity to make a statement at the SFM Show Balmoral. Be the first company that visitors and businesses associate with the SFM Show by having:

- Naming rights to the show.
- Included in all marketing campaigns.
- Branding opportunities throughout the show.
- Logo on all material both digital and print.



LANYARDS £3,500 + VAT

- Provide 15,000 branded lanyards for visitors & exhibitors
- Package tailored to suit your objectives



LOGAN HALL ENTRANCE £4,000 + VAT

Use your brand colours, graphics and show off your products to ensure maximum visibility and impact to visitors when entering the Logan hall.

- Sponsorship and branding of the hall entrance to the Logan Hall
- Package tailored to suit your objectives



YOU ARE HERE BOARDS £2,500 + VAT

Limited availability for up to 6 sponsors to display their logo on the You are Here boards, located across numerous locations of the event.

- Sponsors logo on all "You Are Here" boards
- All maps presented as "sponsored by" with colour logos on the board
- ¼ page advert within official SFM showguide
- ¼ page advert within press on show map





SPONSORSHIP OPPORTUNITIES

The Spring Farm and Plant Machinery Show is a unique and vibrant business event that ensures a great return on investment.

ONLINE VISITOR REGISTRATION

£4,000 + VAT

Great for brand awareness, your logo is visible to every SFM visitor as they register online for the event, plus benefit from onsite branding too.

- 2 digital adverts to appear on registration system, plus digital advert on confirmation email.
- Logo to appear at show entrance and on You Are Here boards.
- Advert within the official SFM show guide
- Logo to appear on marketing collateral where appropriate.



SHOW GUIDE ADVERT FROM £200 + VAT

- Place an advert within official SFM show guide
- Package tailored to suit your objectives.



VISITOR BAG

£8,000 + VAT

- Provide 15,000 branded tote bags for visitors attending the show.
- Package tailored to suit your objectives. Leaflet placement available on request.



SHOW GUIDE

£4000 + VAT

- Front & Back cover advertisement on 15,000 official show guides. Format will be an A4 brochure given to every visitor at the SFM Show.
- Double page sponsor feature within the guide.
- Place an advert within official SFM show guide
- Package tailored to suit your objectives.



MARKETING AT A GLANCE



Area	Activity	Format
PRESS	Irish Farmers Journal	Range of 1/4, 1/2 and full page adverts and editorial content.
	Farm Week	Official Show Feature before the show.
	Irish Farmers Monthly	Official Round Up after the show.
	Grassmen Magazine	Digital display ads with click through links .
	Farming Life	Sponsored content online and on social platforms.
DIGITAL	Website	
	Facebook Page Cover Photo and Icon	Event Page/ Images/Text
	Dedicated Social Media Posts	Graphics / Video posts.
	Email Campaigns	Direct email campaigns to exhibitors and SFM show subscribers.
	Google Ads campaign	Targeted ads on Google/Facebook/Instagram/Tik Tok directly to the target audience.
	Facebook/Instagram and Tik Tok posts to reach target audience and achieve maximum exposure.	
RADIO	U105	Prime time ads campaign with bonus weekend ads. Live talk ups pre show and Facebook competition giveaway.
	Downtown Radio	
DISTRIBUTION	Distribution of posters and flyers to businesses and Farming organisations.	Distribution and mailing to Agri and Plant businesses.

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GET INVOLVED

To discuss a sponsorship opportunity, contact us on the details below.

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CONTACT US

 028 8225 2800

 darren@ajspromotions.com

 www.ajspromotions.com

SFM SHOW DATES



**EIKON EXHIBITION
CENTRE, BALMORAL
PARK, LISBURN**



**WEDNESDAY 24TH &
THURSDAY 25TH
JANUARY 2024**



**CAVAN EQUESTRIAN
CENTRE, CAVAN**



**WEDNESDAY 31ST JAN &
THURSDAY 1ST
FEBRUARY 2024**

