



Gillstream Markets Ltd
Sponsorship Packages 2023

Contact Information

Office: 01665 562 971 Email: sales@meltonmowbraymarket.co.uk Web: www.meltonmowbraymarket.co.uk

Why Sponsor Us?

The 'Stockyard of the Midlands' is on the rise and is the rural hub of Leicestershire. With thousands of visitors to the livestock market and to the farmers market every week it combines a growing food and drink destination and really is the place to be. As the business grows across the board through our variety of specialised sales and events, we gain new vendors from around the country very year. The market endeavours to keep growing promoting farming and rural life, which could be aided by your support! All this, making Melton Mowbray Market a great place to advertise your company.

Promotional Facts:

- Our Market Report is 'required reading in the region' and is sent out to over 1,000 active and engaged subscribers and weekly vendors.
- Accessible by over 18,000 people on Facebook.
- Over 2,250 followers on Instagram.
- Almost 1,000 followers on Twitter.
- Over 1,600 sheep vendors, averaging 100 each week.
- Over 1,400 cattle vendors, averaging 100 each week.
- Large geographical coverage (representing 2022 vendors):



Footfall:

| <u>Sale Day</u> | <u>Expected Footfall</u> |
|--------------------------------------|--------------------------|
| MELTON TUESDAYS | 1500 |
| MELTON WEDNESDAYS | 350 |
| SATURDAY SALES | 500 |
| SPECIAL SALES AND RARE BREEDS | 3750 |
| FOOD FESTIVALS AND OTHER SITE EVENTS | 3750 |

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2023 Sponsorship Package Options

The packages we have available are on offer below, though we are more than happy to discuss tailor made packages to suit your needs. Please get in touch with the office to find out more.

| <u>BRONZE PACKAGE</u> <i>Basic Sale Day Package</i> | <u>SILVER PACKAGE</u> <i>Special Sale Day Package</i> | <u>GOLD PACKAGE</u> <i>Annual Headline Sponsorship</i> |
|---|--|---|
| £250 | £500 | £2500 |
| <ul style="list-style-type: none"> • Sale day social media coverage • Half-page colour advert in Store Catalogue and Market Report • 1m x 2m banner ringside on sale day (supplied by sponsor) • 3m x 3m Indoor or Outdoor Tradestand | <ul style="list-style-type: none"> • Social media coverage, to include dedicated Facebook and Instagram post with advert and sale day coverage • Company logo on front page of Store Catalogue and Market Report for sale • Full-page colour advert in Store Catalogue and Market Report • 1m x 2m banner ringside on sale day (supplied by sponsor) • Leaflet advert on display in Auctioneers Office • 3m x 3m Tradestand either outside Sheepshed or in Cattle Foyer (dependent on sale day chosen) | <ul style="list-style-type: none"> • 4 dedicated social media posts throughout the year to all our channels (Facebook, Instagram, Twitter, LinkedIn) • Two banners in the cattle building and a second in the sheep shed all year round • Free standing tradestand located in Cattle Building up 12 times per annum • Leaflets on display in Auctioneers Office • Full-page colour advert in Market Report all year round • Company Logo on front of Store Catalogue all year round • Option to be headline sponsor for 2 Special Sales per year |

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Terms of Agreement

All materials and logos are to be provided by the sponsor at least two weeks prior to sponsored sale. The sponsor is also to provide social tags for each platform. A contract will be provided and is to be signed and agreed by both parties in advance to agreed sponsorship period. Contract to be supplied by Gillstream Markets.

1. Price

The Sponsor agrees to pay the amount agreed made payable to the Market.

2. Sponsor Trademarks and Materials

Subject to the terms and conditions of this Agreement, the Sponsor grants the Market the right to use the Sponsor's trade names, logo designs, trademarks, and company descriptions as provided in Sponsor marketing materials. These assets may be used in any medium of advertising, promotional products or marketing materials distributed solely in connection with Melton Mowbray Market. The Market agrees to use materials according to Sponsor's trademark usage guidelines, but offers no indemnity relating to said usage.

3. Term

This Agreement will be valid for the period agreed in the contract by both parties.

The terms and conditions of this Agreement shall not be divulged to any third party without prior written approval from both parties.

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THE STOCKYARD OF THE MIDLANDS

WEEKLY TUESDAY SALES PRIME LAMBS, CULL EWES &
STORE LAMBS

PIG SALES EVERY 1ST AND 3RD TUESDAY OF THE
MONTH

WEEKLY WEDNESDAY SALES OF PRIME CATTLE,
STORE CATTLE & CALVES

SEASONAL BREEDING SHEEP SALES

SOCIETY AND PEDIGREE SALES

MARKET TAVERN & FUNCTION FACILITIES

PEDIGREE LIVESTOCK SALES

FARM SALES, VALUATIONS & DISPERSALS

ANNUAL RARE BREED SALE

DEADWEIGHT CATTLE SALES

STRAW & FODDER SALES

MONTHLY SATURDAY SPECTACULAR SALES

ON SITE FARMERS MARKET, ANTIQUE & VINTAGE
SALES

AWARD WINNING BREWERY

FOLLOW US:

MELTON MOWBRAY MARKET



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