

2019 Bilsdale Show - Trade and Commercial Policy

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Bilsdale Show History

The Bilsdale Show has been running for over a hundred years. It relies on the tremendous support and generosity of the public, local businesses and the time volunteered by residents of the valley and local area for its continued success.

The show is run on a charitable - not for profit basis with the aim of promoting and advancing, for the benefit of the public; agriculture, horticulture and rural crafts, in all their branches and each year we make a significant donation to local charities.

Commercial Policy - Overview

As well as a great way of promoting your business locally, Trade Stands, Sponsorship and Advertising play a key role in making the Bilsdale Show such a success.

The show committee want the relationships we have with our partners to be mutually beneficial and to work as smoothly as possible. We will always welcome feedback on how we can do this better.

This policy aims to provide businesses with the information they need to book promotional activity linked to the annual Bilsdale Show.

It also provides guidelines for activity before and on the day of the show. However further information can be found in our other policies available on the BilsdaleShow.Co.uk website.

Health and Safety
Data Protection
Show Rules

Any further questions, do not hesitate to contact us.

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Trade Stands

Trade Stands provide the opportunity for businesses to sell and promote their goods and services. Stands can vary in size and layout. Our aim is to create an attractive Market Street for the public to enjoy and where they can spend money throughout the day. The team will work with you to find you the best pitch possible.

Costs are as follows;

4 meters = £20 and £5 per meter there after

(We ask that trade stands are **no more** than 8m deep).

Trade Stand requirements;

Health and Safety is a key priority, Risk Assessment forms will be sent to you for completion as part of your application. They will be reviewed and if required any questions or clarifications sought. Stands should be in a good state of repair.

All stands must have current, valid insurance, including public liability insurance for a minimum of £1m and **provide certificate evidence** of this with your application.

If your stand includes any potentially hazardous activity you will need a minimum of **£5m** public liability cover, for e.g. Climbing Wall, swing boats

If at the point of application this is not possible due to renewal dates, please let us know and send it as soon as possible. If you are unable to provide evidence of current and valid insurance **prior** to the show day, you will not be able to display on the show field. Please speak to Jonathan Sharp for any questions.

Setting up your stand;

Day before the show;

If you would like to set up your stand or deliver any equipment before show day, the show field gates will be open on the Friday before the show from 9am - 8pm

There will be a member of the team on the show field during the day to advise you and overnight on Friday night. The show however is unable to take any responsibility for the security and safety of your property.

On the day of the show;

- the gates will open at **7am**.

- stands must be **set up by 9am** at the latest and remain in position **until 5pm**.

We stipulate this to avoid congestion and safety issues at the gate between public and commercial traffic, but also to ensure the public have a great experience.

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Advertising

Colour adverts

We publish two A5 colour booklets for you to advertise in and when you purchase an advert, you will be automatically entered into both for the same fee.

The first is in the show **Schedule**. This contains adverts and details of the show and all the classes available for display and competition. This is sent out to previous exhibitors, where details have been provided and available for the public to collect at selected local retail outlets.

The second is available for the public to pick up at the show. The **Catalogue** shows details of competitors, adverts, sponsors, the Market Street layout etc.. as well as event timings for the day.

We offer people free copies of the Catalogue when they pay for their show entry and ask for voluntary donations for our chosen charity.

Show Day Banners

These are displayed around the field on show day and vary in size. In addition to advertising these are be a good option for businesses unable to attend on the day itself, or to further promote your trade stand.

Costs

Quarter page, colour advert = £25

Half page = £40

Full page = £60

Show Day Banner = £10

The fees shown above are the costs of individual promotional activities, however if your business would like to invest in more than one activity for e.g. a trade stand and an advert, then a discount may be applied by the member or the committee you are dealing with.

All artwork should be provided in PDF format, unless requested otherwise. If you have advertised with us previously we may have your original artwork on file. Please let us know if you would like us to use it again.

Providing Artwork is your responsibility, and we would ask that you discuss and email your proposed designs to Trudy Sanderson.

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Sponsorship and Donations

The generosity of our sponsors and donors is key to the survival of the show and we are incredibly lucky to have a number of individuals and businesses who provide financial support each year. We always need more help, so if you are able to support a show class or activity that would be fantastic. There are a couple of ways that you can help;

Sponsorship - Trade

This relates to a financial contribution made by a company or trading partner. This includes, but not exclusively, vouchers and monetary contributions.

Where a company provides a minimum of £10 value of sponsorship, they will receive a small promotional banner in our both of our publications in addition to other activity reserved.

Donation - Non Trade

This relates to any financial contribution from an Individual, (not a company or trading partner).

Wherever possible the name of individuals who make a donation will be shown in the show Programme. If you wish to donate, but don't want your name listing, please make sure you let us know

How to Book / Sponsor

If you have not already been contacted by a member of the committee please contact them as soon as possible to discuss your promotional requirements and/or offer of sponsorship.

If you are booking a Trade Stand or Advertising you will be sent an application form/s to complete and sign, including the data protection section.

Once you have completed you will need to return the form, plus any other required information for e.g. your Insurance Certificate or Risk Assessment. You can do this electronically (please scan in the signed copy) or by post to your contact.

How to donate

If you would like to donate money please speak to the relevant Section Head or the Show Treasurer. Section Head details can be found on the [Contacts](#) tab on the website.

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Payment Process

Your completed application form will form the basis of your invoice.

To save the environment and costs, we ask that wherever possible are made online. If you are not in a position to do this, you can still pay by cheque.

Once payment **and** the agreed and fully completed and signed application have been received your order is confirmed.

Your contact will let you know if anything else is needed to confirm your application.

Detail for Online payment

For your online payment please use your Company or Trading Name as your Reference. That way we we will be able to track your payment.

Our account number, sort code is either detailed on your agreement form or can be obtained from your contact or Jo Yates (Treasurer).

Detail for Manual payment

If it is not printed on the cheque, please write your business name on the back of the cheque. You can send the cheque with the application.

Data Protection Commitment

In line with the requirements of the new Government legislation regarding data protection this section is to ensure that you agree to authorised members of the Bilsdale Agricultural Show Committee holding relevant commercial data for the purpose of marketing (to you), payment and the facilitation of your agreement. The data you provide;

- including, but not exclusively, your name, address, contact details, bank account details

will only be processed and stored by the treasurer and/or other authorised members of the show committee for the purpose of running the annual show. It will only provided to third party providers, if required, for financial, insurance, health and safety, or legal / regulatory requirements.

Your records will be held on password protected computers or in secure files and all reasonable steps will be taken to ensure that your data is processed and stored securely.

Please make sure you sign/date the Data Protection section on your application form.

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Contact us

	Payment	Advert production	Advert Sales	Trade Stands only	Admin
Contact Name	JO YATES	TRUDY SANDERSON	JONATHAN SHARP	JONATHAN SHARP	BEV WORKMAN
Email	jjyates@gmail.com	trudysanderson@hotmail.co.uk	j.sharp@bilsdale.org	j.sharp@bilsdale.org	bev.workman56@gmail.com
Address	Stonehouse Farm, Fangdale Beck, Chop Gate, North Yorks, TS9 7LF	Bonfield Ghyll Farm, Helmsley, North Yorks. YO62 5GZ	Mr J Sharp The Old Post Office Fangdale Beck Chop Gate N/Yorks, TS9 7LE	Mr J Sharp The Old Post Office Fangdale Beck Chop Gate N/Yorks, TS9 7LE	Available on request
Phone number	07551 903 101	01439 771 493	07769 519 766	07769 519 766	07958 569 298