



Cereals
THE ARABLE EVENT

KNOWLEDGE EXCHANGE SPONSORSHIPS



CEREALS SEED TO SHELF SPONSOR

The Cereals Mainstage will host networking breakfasts & lunches and a full two-day programme. The programming will cover topics such as post-harvest technology, cultivation & tillage, grain marketing and more as guided by the headline sponsor. Sponsorship benefits include

- Logo on theatre marquee gable, directional signage
- Logo and sponsored by message on theatre schedule
- Logo and sponsored by message on theatre holding slides
- Logo and sponsored by message in all visitor promotion (website, social media, print ads, email, invitations, PR)
- Logo and sponsored by message in event guide
- Opportunity to introduce and moderate sessions of your choice
- Videos and promotional information to run on screens during session breaks
- Badge scans of attendees
- Listing on all sponsor pages online and in print

SOLD
TO
KWS

REGENERATIVE AGRICULTURE HEADLINE SPONSOR

Cereals & BASE-UK will host a two-day programme focused on regenerative agriculture, SFI/ Countryside Stewardship, sustainability and future planning. Sponsorship benefits include

- Logo on stage backdrop & directional signage
- Logo and sponsored by message on schedule signage
- Logo and sponsored by message on all stage settings
- Logo and sponsored by message in all visitor promotion (website, social media, print ads, email, invitations, PR)
- Logo and tags on all influencer promotional posts/ Cereals posts
- Social shares pre-event, during event and post-event will be tagged with thank you messages and sponsor tags
- Opportunity to introduce influencers or moderate a conversation
- Videos and promotional information to run on screens during session breaks
- Badge scans of attendees
- Listing on all sponsor pages online and in print event guide
- Investment £5,000

YOUNG FARMERS HEADLINE SPONSOR

Cereals, the National Federation of Young Farmers & Lincolnshire Young Farmers will host a full-day programme focused on succession, careers/ opportunities in agriculture, mental/ physical health in farming, diversity and inclusion topics.

Sponsorship benefits include

- Logo on stage backdrop & directional signage
- Logo and sponsored by message on schedule signage
- Logo and sponsored by message on all stage settings
- Logo and sponsored by message in all visitor promotion (website, social media, print ads, email, invitations, PR)
- Logo and tags on all influencer promotional posts/ Cereals posts
- Social shares pre-event, during event and post-event will be tagged with thank you messages and sponsor tags
- Opportunity to introduce influencers or moderate a conversation
- Videos and promotional information to run on screens during session breaks
- Badge scans of attendees
- Listing on all sponsor pages online and in print event guide
- Investment £5,000



SEMINAR SPONSORSHIP

Seminar sponsorship associates your brand with thought leadership as the sponsor of Cereals conference programming on the Cereals Seed to Shelf Stage, within the Young Farmers Programme or on the Regenerative Agriculture stage. Sponsorship benefits include

- Participation/ speaking opportunity in conference or moderation of panel
- Branded signage and holding slides
- Logo billing on all VIP marketing including website, social media, print ads, email, invitations, PR
- Badge scans of session attendees
- Listing on all sponsor pages online and in print
- Investment £1,500



PRECISION AG SPONSORSHIP

The AgAnalyst Academy promotes best practice in profitable adoption of precision agriculture. Sponsorship associates your brand with thought leadership and sponsorship benefits include

- Participation/ speaking opportunity in conference or moderation of panel of your choice
- Branded signage and holding slides in conference session
- Logo billing on all VIP marketing including website, social media, print ads, email, invitations, PR
- Badge scans of session attendees
- Listing on all sponsor pages online and in print
- 6x6 space in the Precision Ag Area
- Investment £1,500



PRODUCT PLACEMENT

If you want to show off your latest, greatest innovation, product placement in high traffic areas will get the notice that you are looking for. Sponsorship benefits include

- Space for product placement display in high traffic areas like registration, main entrances, near conference marquees, catering and entertainment areas
- Logo billing on all VIP marketing including website, social media, print ads, email, invitations, PR
- Feature spot in the Cereals 2025 Official Video
- Listing on all sponsor pages online and in print
- Must be an exhibitor to participate
- Product placement investment £1000
- Door product giveaways also available £750

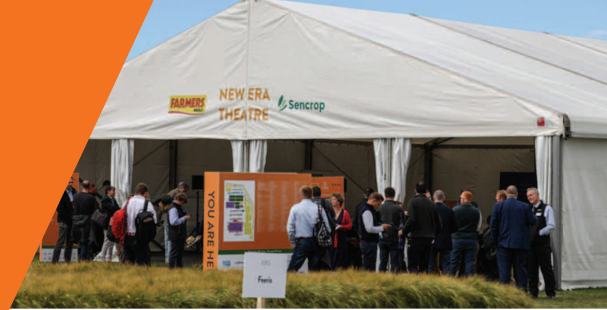




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HOSPITALITY SPONSORSHIPS



HOST SPONSOR

Your company will be presented as the leading brand at the event. The host sponsorship includes branding, thought leadership, direct marketing and database development sponsorship benefits include

- Top logo billing on all event signage
- Top logo billing on all pre-event marketing including website, social media, print ads, email, invitations, PR
- Participation / speaking opportunities in conference
- Welcome & closing remarks
- Moderation of panel/s of your choice
- Top billing in all press releases
- Email marketing campaign to attendees pre & post show
- Social media marketing campaign to attendees pre & post show
- Executive feature spot in the Cereals 2025 Official video
- Listing on all sponsor pages online and in print
- Access to attendees for marketing
- Investment £9,000

WARDY'S WAFFLE BAR SPONSOR



The host farmer, Andrew Ward/ Wardy's Waffle channel, will co-host a VIP networking area for colleagues which will include themed food & beverage. Sponsorship of this area will include:

- Logo on marquee gable
- Signage within the lounge
- Networking access for your company representatives
- Permission to advertise and distribute materials
- Logo billing on all VIP marketing including website, social media, print ads, email, invitations, PR
- Sponsorship of a key element (branded food/ giveaway)
- Badge scans of Waffle Bar attendees for follow up
- 3X promotion and thank you on Wardy's Weekly Waffle channel (17000 subscribers YouTube, 24000 followers on Twitter/ X)
- Listing on all sponsor pages online and in print
- £6,500



BREAKFAST & LUNCH MEETING SPONSOR

Associate your company with hospitality and education by sponsoring an informational breakfast or lunch during the Cereals event. Sponsor benefits include

- Logo billing on all breakfast or luncheon signage
- Logo billing on all VIP marketing including website, social media, print ads, email, invitations, PR
- Speaking opportunity over breakfast or luncheon
- Sponsored by message on invitations
- Executive feature spot in the Cereals 2025 Official Video
- Listing on all sponsor pages online and in print
- Investment level dependent on attendee limit and food/beverage options



CUSTOM HOSPITALITY

Cereals visitors appreciate your hospitality. Align your brand with thoughtful items that will make the visitor experience more enjoyable and memorable including water bottles, cold beer or cider, ice cream or other sweet or savoury treats. Sponsorship benefits include

- Branded giveaway/ distribution area
- Branded item/s
- Badge scans of recipients
- Logo billing on all VIP marketing including website, social media, print ads, email, invitations, PR
- Listing on all sponsor pages online and in print
- Investment based on custom item to be distributed





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BRANDING SPONSORSHIPS



ENTRANCE SPONSOR

The entrance & exit farm road will be driven and walked by all visitors to enter, exit and navigate the event. Sponsorship benefits include

- Branded flags marking the main entrance and exit route
- Branded directional signage along the main entrance and exit route
- Advertising and video spots promoting the sponsorship on screens
- Visitor activation opportunities for lead generation near both event entrances
- Investment £6000



SIGNAGE SPONSOR

Your logo will be featured on all entry, aisle, directional and programming signs throughout the event. Benefits include

- Logo on all signage
- Logo on all pre-event marketing including website, email marketing, print advertising and social media campaigns, PR
- Listing on all sponsor pages online and in print
- Investment £4500
- Additional signage opportunities are available.
- Entry flags, onsite meter boards and banners pricing based on quantity and location.

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ATTENDEE BAGS

This sponsorship is high visibility for your brand as your logo will be on display on each attendee bag.

Sponsorship benefits include

- Logo on each attendee bag
- Marketing materials in attendee bags
- Logo coverage in the Official Video as well as most photo and video opportunities
- Listing on all sponsor pages online and in print
- Pricing dependent on bag type and quantity

LANYARDS & BADGES

This sponsorship ensures your logo is in every photo and around every neck throughout both days of the event.

Sponsorship benefits include

- Logo on lanyard and badges
- Marketing materials in attendee bags
- Logo coverage in the Official Video as well as most photo and video opportunities
- Listing on all sponsor pages online and in print
- Pricing dependent on lanyard type and quantity



Website banner homepage

£500/month

Website banner ROS

£400/month

Email banner inclusion

£250/email

Email advertorial inclusion

£200/email

Advertising units are flexible to specs

UNIT SIZE	PIXEL SIZE	INITIAL FILE SIZE	HOST - INITIAL SUB LOAD	ANIMATION	RICH MEDIA SERVED	3RD PARTY
Leaderboard	728x90	200 KB	1 MB	:15 Sec	Y	Y
Rectangle	300x250	200 KB	1 MB	:15 Sec	Y	Y
Half Page	300x600	200 KB	1 MB	:15 Sec	Y	Y
Billboard	970x250	200 KB	1 MB	:15 Sec	Y	Y
Mobile Banner	320x50	200 KB	1 MB	:15 Sec	Y	Y

