

 UK  
**DAIRY**  
2022 *Day*

**SPONSORSHIP  
PACKAGES**

[www.ukdairyday.co.uk](http://www.ukdairyday.co.uk)

the **internationalcentre**





## UK DAIRY DAY

UK Dairy Day is a dedicated annual event for the dairy industry held at the International Centre in Telford, Shropshire.

### 9,000 VISITORS

UK Dairy Day brings together all facets of the dairy industry with over 9,000 visitors each year.

### 300 TRADESTANDS

The event features UK and International exhibitors covering all sectors of the dairy supply industry.

### 200 CATTLE

The cattle show is a central feature of UK Dairy Day with the show ring overlooked by principal sponsor trade stands.

## THE VENUE

UK Dairy Day takes place at The International Centre in Telford.

The International Centre is located off the M54 and has over 7,000 parking spaces nearby.

Telford railway station offers great transport links with direct trains to Birmingham airport, London and the North.

Within an hour's drive are Birmingham and East Midlands airports, and within 1.5hrs drive are Manchester and Liverpool airports.

Adjacent to the venue is Telford town centre with a shopping centre, leisure facilities, restaurants and cafes.

Telford offers a wide selection of accommodation, with over 980 hotel rooms within a five minute walk of the venue.





LIVE DEMONSTRATIONS

## THE EVENT

UK Dairy Day aims to educate, engage and inspire current and future dairy farmers by sharing knowledge. Visitors can seek advice to support planning and decision making whilst doing vital business and networking.



AWARDS



CATTLE SHOW



OVER 300 TRADE STANDS



NEW PRODUCT LAUNCHES



SEMINARS



KNOWLEDGE SHARING

## WHY SPONSOR

There are a wide range of sponsorship opportunities available for UK Dairy Day. All requests are treated individually and packages are tailored to your company's budget and requirements.

## BRAND PLACEMENT OPPORTUNITIES

Showcase your brand in front of dairy-focused individuals at one of Europe's most influential industry events.

## CORPORATE HOSPITALITY

Join us for an exclusive VIP and Sponsor's lunch with key industry influencers in attendance.

## BESPOKE PACKAGES

All sponsorship packages are bespoke and can provide the perfect partnership as a platform for supporting and developing your client relationships.





## MARKETING OPPORTUNITIES

We work with each sponsor to provide a bespoke package based on your business requirements. Packages can include:

- Preferential ringside exhibition space
- Sponsorship of cattle classes, Championships & focused zones
- Presentation of prizes and awards
- Seminar speaker slots
- PA announcements
- Banner placement around venue
- Branding opportunities
- Pre and post event press advertising
- Social media advertising
- Live stream advertising
- Programme acknowledgement & advertising
- Representation through advertising in well-known dairy and agricultural publications

## REQUEST MORE INFORMATION

For further information on sponsorship opportunities, please do not hesitate to contact the UK Dairy Day team by email or telephone.

01923 695225  
[info@ukdairyday.co.uk](mailto:info@ukdairyday.co.uk)



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The International Centre, St Quentin Gate, Telford, Shropshire, TF3 4JH

**Wednesday 14th September 2022**

