



270TH ANNIVERSARY

THE BRECKNOCKSHIRE AGRICULTURAL SOCIETY
ESTABLISHED 1755: OLDEST IN THE UNITED KINGDOM

BRECON COUNTY SHOW

SATURDAY 2ND AUGUST 2025

Open to the General Public from 8am (Exhibitors 6am)

SPONSORSHIP & ADVERTISING



PRESIDENT:
MR WAYNE & MRS MARY GITTOES



WHAT'S ON!

- MAIN RING ATTRACTIONS
- HORSE COMPETITIONS
- CATTLE COMPETITIONS
- SHEEP COMPETITONS
- GOAT COMPETITIONS
- SHEEP SHEARING
- POULTRY SHOW
- WOODLAND ARENA
- COUNTRYSIDE AREA
- DOMESTIC & HANDICRAFT
- HORTICULTURE
- DOG SHOW(S)
- FOOD HALL
- RURAL CRAFTS
- OVER 300 TRADE STANDS
- FOOD OUTLETS
- MEMBERS VENUE AND BAR
- OUTSIDE BAR VENUES
- BRECON TOWN BAND
- FAMILY FUN
- FAIRGROUND
- ALPACAS
- VINTAGE TRACTORS & CLASSIC CARS
- MASCOTS - PHOTO OPPORTUNITIES
- VISITOR INFORMATION STAND & SCREEN
- DISABLED CAR PARK (FREE)
- PUBLIC CAR PARK (FREE)

Visit Us
Showground, Watton, Brecon, Powys LD3 7PL

www.breconcountyshow.co.uk



Discover More..

Charity No: 1107710
Company No: 05177105

Message for our Chairman

UNFORGETTABLE TIMES AT THE BRECON COUNTY SHOW

Welcome to Brecon County Show 2025

Croeso i Sioe Sir Aberhonddu 2025

A warm welcome awaits all of you on visiting our Show on Saturday 2nd August 2025, it is set to be a true showcase for the very best of Brecknockshire Farming, food and the countryside.

Thank you very much for your support, we hope you enjoy Brecon County Show – a Show for all the family!

As ever our committee have been working hard towards this year's Show. I am pleased to welcome many new attractions for 2025..

The Show attracted over 15,000 people to the show in 2024. There are a whole host of events and attractions to be enjoyed, including over 300 trade stands, the fantastic food hall, shopping mall and craft marquee, fairground attractions, dog classes, horses, cattle, goats, sheep, sheep-shearing, poultry and egg show, alpacas, countryside arena, woodland and forestry section, horticulture, handicraft & domestic, food demonstrations, music, tractors, vintage vehicles, 2025 brings the UK's amazing Jamie Squibb Stunt Bike Show and amous Jump Dogs Parachute Display Team to name a few.

It is now my great pleasure to welcome our Presidents for 2025 Wayne & Mary Gittoes. both have been great supporter of the Show for many years and I wish Wayne and Mary and their guests an enjoyable day.

We are the Oldest Agricultural Society in the UK Celebrating our 270th Anniversary.

Although the Society is long established, it does not want to be seen as living in the past and is a forward thinking organisation that supports the local economy and agri-food sectors. The Show has kept to its traditional agricultural roots by focusing on livestock, crops, poultry, goats and horses for its mainstay of competitions, but has added various other shows, competitions and attractions to welcome people from all walks of life to the show and provide a great family day out.

In addition to the Show the Society runs other charitable fundraising events such as race nights and the very popular Presidents Evening.

With thanks to all the committee members, volunteers, stewards and sponsors who all make the show each year possible.

Thank you
Paul Amplett
Chairman

For Information and news, please go to our website: www.breconcountyshow.co.uk



SPONSORSHIP PACKAGES

As you may be aware, The Brecknockshire Agricultural Society was first established in 1755 and is honoured to be the oldest Agricultural Show in the UK. The Show would not succeed without the valuable support from its many Sponsors, Members, Exhibitors, Stewards and Visitors alike.

Sponsorship and Corporate Hospitality are key features of the Brecon County Show. There is no finer way to promote your company or network with a wide range of local and national business people than to become part of Brecknockshire's largest one day show attracting upwards of 15,000 visitors.

Please refer to this booklet or other Sponsorship opportunities exist in various formats and in addition to the packages that are outlined, there are further opportunities to sponsor in the following areas (benefits will be applied accordingly)

- Main Show Sponsor (negotiable)
- Livestock section including Shearing, Horses & Donkeys – sponsorship for these sections can start with a class or even a whole breed section
- Growing Crops & Poultry – prize money and/or championships
- Produce & Handicraft - prize money, sections and/or championships
- Horticulture - prize money, sections and/or championships
- Show Signage & Sign Posts – this can be either external or internal signage
- Members & Vice Presidents Marquee – advertising opportunities exist in this area
- President's Luncheon - advertising opportunities exist in this area including on table advertising or menu cards
- Entrance Gates – advertising at the main access points to the showground
- Countryside Arena – advertising opportunities including timetable, attraction or banner space
- Woodland Arena – advertising opportunities including timetable, attraction or banner space
- Food Hall - advertising opportunities including timetable, attraction or banner space
- Exemption & Novelty Dog Section - prize money and/or championships
- Main Ring Attractions

If you decide to become a Sponsor, or indeed want to continue to support the Show then please contact the Sponsorship coordinator Mr Gareth Davies - Telephone: 07970 213981 or E.mail: cwmgwilym@gmail.com, or contact the Secretary Mr Alan Roberts - Telephone: 07841 471018 or E.mail: breconshow@gmail.com, preferably before the 1st June to ensure that we arrange the right Hospitality and Sponsorship package to suit you.

2025 Brecon County Show - Headline / Main Show Sponsor

Become our main headline sponsor - Please contact us to discuss...

Gold Sponsor (£1500)

- ✓ 4 Banners around Main Ring
- ✓ 4 Banners around showground (location to be agreed)
- ✓ Acknowledgement in Show Day Catalogue – List of Sponsors
- ✓ Free Full Page Colour Advertisement in Official Show Day Catalogue
- ✓ 2 Complimentary Copy of Official Show Day Catalogue
- ✓ Commentator and Tanoy Announcements in Main Ring (Throughout the day)
- ✓ Commentator and Tanoy Announcements in Sheep & Shearing Sections (Throughout the day)
- ✓ Trade Stand (bring along your company stand)
- ✓ Company Logo and Link on the Society's Website
- ✓ Social Media Promotion via the Society's social media platforms
- ✓ 6 Sponsors Badges (Admits to Showground)
- ✓ 6 Guest Meal Tickets (judges arena)
- ✓ 1 forward Car Parking Pass
- ✓ Access to Hospitality Marquee overlooking the Main Ring

Silver Sponsor (£1000)

- ✓ 2 Banners around Main Ring
- ✓ 2 Banner around showground (location to be agreed)
- ✓ Acknowledgement in Show Day Catalogue – List of Sponsors
- ✓ Free Half Page Colour Advertisement in Official Show Day Catalogue
- ✓ 1 Complimentary Copy of Official Show Day Catalogue
- ✓ Trade Stand (bring along your company stand)
- ✓ Company Logo and Link on the Society's Website
- ✓ Social Media Promotion via the Society's social media platforms
- ✓ 4 Sponsors Badges (Admits to Showground)
- ✓ 4 Guest Meal Tickets (judges arena)
- ✓ Access to Hospitality Marquee overlooking the Main Ring

Bronze Sponsor (£500)

- ✓ 1 Banner around showground (location to be agreed)
- ✓ Acknowledgement in Show Day Catalogue – List of Sponsors
- ✓ Free Half Page Colour Advertisement in Official Show Day Catalogue
- ✓ 1 Complimentary Copy of Official Show Day Catalogue
- ✓ Company Name and Link on the Society's Website
- ✓ Social Media Promotion via the Society's social media platforms
- ✓ 2 Sponsors Badges (Admits to Showground)
- ✓ 2 Guest Meal Tickets (judges arena)
- ✓ Access to Hospitality Marquee overlooking the Main Ring

Supporter (£250)

- ✓ 1 Banner around showground (location to be agreed)
- ✓ Acknowledgement in Show Day Catalogue – List of Sponsors
- ✓ Company Name and Link on the Society's Website
- ✓ 2 Sponsors Badges (Admits to Showground)

Make a Donation to Brecknockshire Agricultural Society

We accept Online Donations at <https://www.breconcountysociety.co.uk/donations.html>
Or contact the Show Office to make a donation in person.

SPONSOR A SECTION OF THE SHOW

Sponsor A Championship

Supreme Sheep Champion	£100
Supreme Cattle Champion	£300
Supreme Horse Champion	£100

Opportunity to sponsor a Supreme Champion or Reserve Supreme Champion, please contact the Show Office for further details.



Sheep Section Sponsorship £120

Opportunity to sponsor prize money for any class in the Sheep Breed Section. Presentation/Photograph with Breed Champion, Banner displayed in Sheep Section/Ring, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality Marquee overlooking the Main Ring.



Cattle Section Sponsorship £120

Opportunity to sponsor prize money for any class in the Cattle Breed Section. Presentation/Photograph with Breed Champion, Banner displayed in Cattle Section/Ring, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality Marquee overlooking the Main Ring.



Commercial Cattle Section Sponsorship £120

Opportunity to sponsor prize money for any class in the Commercial Cattle Classes. Presentation/Photograph with Breed Champion, Banner displayed in Cattle Section/Main Ring, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality Marquee overlooking the Main Ring.



Horse Section Sponsorship £120

Opportunity to sponsor prize money for any class in the Equine Classes. Presentation/Photograph with Section Champion, Banner displayed in Cattle Section/Main Ring, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality Marquee overlooking the Main Ring.



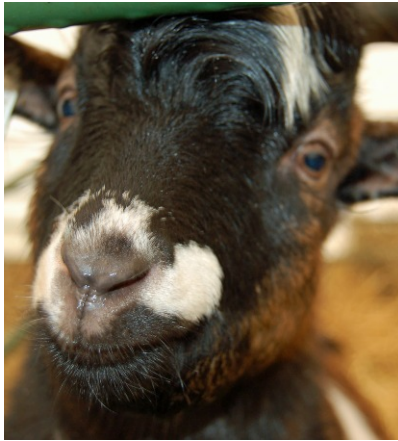
Sheep Shearing Section Sponsorship

Opportunity to sponsor prize money and sashes for :
Junior Classes £200
Intermediate Classes £260
Seniors £320
Open Classes £420



Dairy Goat Section Sponsorship £120

Opportunity to sponsor prize money towards the Dairy Goat Section. Presentation/Photograph with Section Champion, Banner displayed on Dairy Goat Marquee, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality Marquee overlooking the Main Ring.



Pygmy Goat Section Sponsorship £120

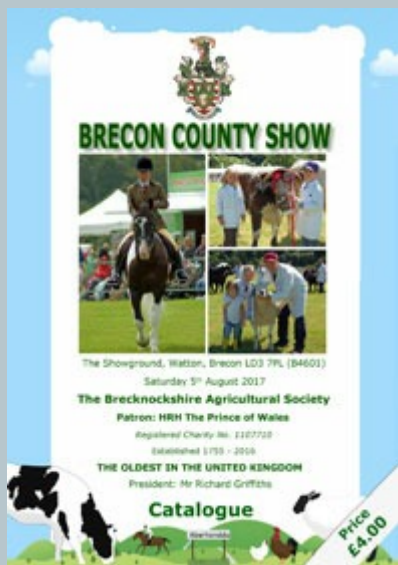
Opportunity to sponsor prize money towards the Pygmy Goat Section. Presentation/Photograph with Section Champion, Banner displayed on Pygmy Goat Marquee, Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality Marquee overlooking the Main Ring.



Dog Section Sponsorship (Exemption and Novelty Dogs) £100

Opportunity to sponsor prize money towards the Dog Section. Presentation/Photograph with Champion, Banner displayed on the Dog Ring. Acknowledgement in Show Day Catalogue – List of Sponsors, plus one admission ticket and Access to Hospitality Marquee overlooking the Main Ring.

ADVERTISE YOUR BUSINESS & BANNER ADVERTISING



ADVERTISE YOUR BUSINESS IN OUR OFFICIAL SHOW DAY CATALOGUE

OPTIONS AVAILABLE ARE:

Colour advert:

Half page £50

Full page £100

Back page £200

Front inside cover £150

Back inside cover £150



BANNER ADVERTISING ONLY

OPTIONS AVAILABLE ARE:

Banner displayed around Main Ring £30

Banner displayed around showground (location to be agreed) £20

(Please note maximum of size 3m wide x 1m deep)



CONTACT US

BE A PART OF OUR FUTURE...

The Society are happy to create sponsorship packages depending on the individual aims and marketing requirements of your business or organisation, with a wide range of affordable options available. Please do not hesitate to contact the Show Secretary to discuss your requirements.

Email: breconshow@gmail.com

or

Telephone: 01874 611881





BECOME A VICE PRESIDENT

BE A PART OF OUR FUTURE...

What you get !

A subscription of £50 will entitle the Vice-President to two badges, admission for one to the President's Luncheon on Show Day and reduced livestock entry fees.

Apply ONLINE at www.breconcountysow.co.uk
or Contact the Show Sec on Telephone: 01874 611881

CHECKLIST



2 VIP BADGES



1 LUNCHEON PASS



REDUCED LIVESTOCK FEES



MEMBERSHIP

WHY BECOME A MEMBER?

What you get !

For business and for pleasure, there's more than enough to interest everyone: from the latest farm machinery and livestock, to sampling some of Wales finest produce. By becoming a member you can enjoy certain privileges that are not available to the general public.

A Subscription of £18 entitles a member to two badges and reduced livestock entry fees

Apply ONLINE at www.breconcountysow.co.uk
or Contact the Show Sec on Telephone: 01874 611881

CHECKLIST



2 MEMBERS BADGES



REDUCED LIVESTOCK FEES



THE LAY OF THE LAND

The founding of the Society is well documented. In March 1755 a group of sixteen men mostly county landowners met at the Golden Lion Hotel in Lion Street, now the site of Bethel Square. The objective of the meeting was to form a hunting club, in the event they decided on a different endeavour. Mr Charles Powell of Castell Madoc, Lower Chapel had been in correspondence with the Gentlemen's Magazine which was followed by discussions with Col Williams of Gwernyfed and Pendry Williams of Penpont. The meeting resolved that it would form a group to "do something to support and encourage Agriculture, Manufacture and promote the general good of the County of Brecon". This having been agreed they met again in April and formally established the Brecknockshire Agricultural Society.

The annual show held on Watton fields is the visible public activity of the Society. The Society was founded in 1755 and has continued without a break until the present day and is in fact the oldest surviving agricultural society in the UK. In 2025 the society celebrated its 270th Anniversary.

The Brecon County Show is held annually on the 1st Saturday in August at The Showground, Watton Villa, Brecon. In 2024 there were 400 horse entries, 100 cattle entries and over 400 sheep entries. The show also hosts a major shearing competition, a poultry show, classes for goats, a novelty and exemption dog show and a dog agility competition and competitions for horticulture and domestic and handicraft. The Show attracts over 15,000 people to the show and with over 200 trade stands and main ring attractions there is plenty of entertainment on offer for them.

The Society is a limited company and charity and it is run entirely by volunteers with the exception of a part time Society Administer. A general committee of no more than 40 members oversees the activities of the Society including the Show. A Chairman and Vice Chairman and a Show President. On show day there are over 200 volunteers helping to the run the event.

In addition to the Show the Society runs other charitable fundraising events such as race nights and the very popular Presidents Evening.

Although the Society is long established, it does not want to be seen as living in the past and is a forward thinking organisation that supports the local economy and agri-food sectors. The Show has kept to its traditional agricultural roots by focusing on livestock, crops, poultry, goats and horses for its mainstay of competitions, but has added various other shows, competitions and attractions to welcome people from all walks of life to the show and provide a great family day out.

Brecknockshire Agricultural Society
Est. 1755





viewweb design

CREATIVITY NEVER ENDS

Award-Winning Website Design Agency, based in Brecon specialise in designing and building bespoke websites for small and medium sized businesses in the UK, Europe and USA.

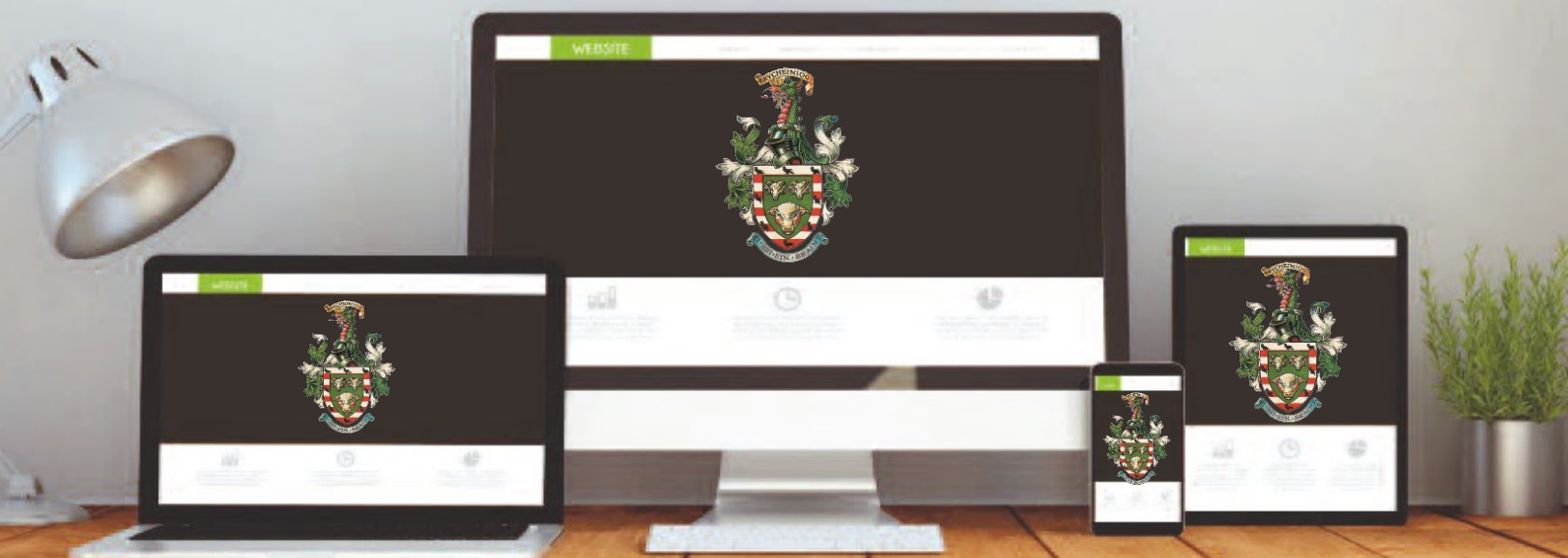
We have a real passion for creating user friendly web and graphic designs for our clients. If you're looking for a completely fresh approach to custom website design, then you've found the right company - Domain and Hosting Services available.

We also design logos, business cards, brochures, flyers, banners, flags, signs and offer competitive rates on printing and source workwear embroidery.

For a **FREE no obligation consultation**

Call us on 07841 471018 or Email info@viewwebdesign.co.uk

www.viewwebdesign.co.uk



Award Winning Web Design Agency

OFFICIAL WEB DESIGN PARTNER PROUD TO SUPPORT BRECON COUNTY SHOW