

# SCOTTISH AGRICULTURE AWARDS 2024

AgriScot  rhas  THE SCOTTISH  
Farmer

# Sponsorship Proposal

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# OVERVIEW



Following the hugely successful inaugural event of the Scottish Agriculture Awards 2023, The Scottish Farmer is proud to announce the launch of this year's 2024 Awards. Organised in partnership with AgriScot and RHASS, the awards are a celebration of those working and living in our wonderfully dedicated Scottish agricultural industry.

The Scottish Agriculture Awards will honour, recognise and reward agricultural individuals and businesses who strive to be the best in their industry. This may be through innovative ways of working or by the relationships they foster throughout the country. The awards will shine a bright light on the ever changing and evolving Agricultural sector and showcase the many stars within our industry.

TIMESCALE	①	②	③	④	⑤
	<b>EVENT LAUNCH</b> March 2024	<b>ENTRY DEADLINE</b> July 2024	<b>FARM VISITS AND JUDGING SESSIONS</b> July – August 2024	<b>EVENT DATE</b> Thursday, October 24, 2024 DoubleTree by Hilton Glasgow	<b>POST EVENT COVERAGE</b> October 2024 – March 2025

Please note change of venue due to 2023 being a sell out

# CATEGORIES



🌿 **Adviser of the Year**  
*Available for sponsorship*

🌿 **Contractor of the Year**  
*Available for sponsorship*

🌿 **Machinery Dealer of the Year**  
*Available for sponsorship*

🌿 **Unsung Hero of the Year**  
*Available for sponsorship*

🌿 **Best Agroforestry**  
*On hold for Tubex*

🌿 **Animal Health Provider of the Year**  
*Available for sponsorship*

🌿 **Supplier of the Year**  
*Available for sponsorship*

🌿 **Sustainable Farm of the Year**  
*Sponsored by Virgin Money*

🌿 **Arable Farm of the Year**  
*Sponsored by SoilEssentials*

🌿 **Scotch Beef Farm of the Year**  
*Sponsored by ABP Group*

🌿 **Dairy Farm of the Year**  
*Sponsored by GEA*

🌿 **Sheep Farm of the Year**  
*Sponsored by Rumenco*

🌿 **Diversified Farm of the Year**  
*Sponsored by SAC Consulting*

🌿 **Mixed Farm of the Year**  
*Sponsored by ABP Group*

🌿 **Farming's Future Award**  
*Sponsored by NFU Scotland*



We are always open to hear from our partners on ideas for categories.  
If you believe there is place for a new category which you would like to be aligned to, please let us know.

# CATEGORY SPONSORSHIP

## £9,000 + VAT



### Enhanced Visibility:

- Exclusive ownership of your selected award category.
- Prominent logo branding across the entire campaign—print, online, and at the event.
- Script mentions throughout the evening.
- Opportunity to be part of the judging panel for your category.
- Association as an organisation supporting excellence in the Agricultural Sector.

### Press Highlights:

- Featured quotes from a senior representative in The Scottish Farmer.
- Logo branding in press adverts promoting the awards across the full campaign.
- Company mentions alongside your category when used in print.
- 3 x half page adverts in The Scottish Farmer, 1 pre event, 1 post event and 1 included in your sponsored category winners Double Page Spread

### Digital Presence:

- Display of your logo, organisation bio, and website link on the event website.
- Inclusion of all editorial pieces in the News section of the event website.
- Category sponsor level logo branding in the digital marketing campaign across various platforms including digital adverts, e-shots and social posts.
- e-shots and social posts across The Scottish Farmer, AgriScot and RHASS channels

### Branding & Recognition:

- Custom sponsorship badges for promoting your involvement.
- Press activity showcased on thescottishfarmer.co.uk and within The Scottish Farmer.
- Logo branding throughout the awards evening, keeping your organisation front and centre of our 500 guests.

### Exclusive Awards Night Privileges:

- Opportunity to present the award in your sponsored category, addressing the audience.
- VIP table for ten attendees in a prime position (value of £2,000 + VAT)
- Event program featuring logo branding and a full-page advert for your organisation.
- Logo visibility on all associated print materials and on the main screens during the awards ceremony.
- Company name inclusion on the trophy for your category, displayed by winners for increased brand exposure.

Our team want you to get the most out of sponsoring one of our events. If there is a benefit you were looking for that isn't on the list, please get in touch and we will be happy to create a bespoke package for your organisation!

# THE SCOTTISH FARMER



## REACH A PRINT AND ONLINE AUDIENCE OF MORE THAN 100,000 READERS EVERY WEEK

The Scottish Farmer has been a fundamental part of farming life in Scotland since 1893. Supplying news and information, the paper is in close contact with the industry through a team of highly qualified and very experienced journalists. This is complemented by technical and scientific writers from Scotland's agricultural colleges and research institutions.

The Scottish Farmer is read by more Farmers in Scotland than any other Farming media. Over 12,500 paid for copies every week. 100% actively purchased.

(1st January 2022 - 31st December 2022)

(\*Source: TSF readers survey.)

**93%** of our readers agree that The Scottish Farmer provides up to date information on farming issues.

**73%** of our readers engaged with us for 10 years or more.

**83%** of our readers agree The Scottish Farmer gets involved in Scottish farming life better than any other publication or media.

**71%** of our readers agree that if they were to read only 1 farming publication it would be The Scottish Farmer.

With a total Scottish agricultural coverage, **87%** of our readers are the main buyers of agriculturally related products and agree that The Scottish Farmer helps with business and purchasing decisions.

The Scottish Farmer is an excellent sales driver with **87%** of our readers having purchased goods and services advertised in the magazine.

**91%** of our readers read The Scottish Farmer every week.

**98%** of our readers state that up to 7 persons read their copy of The Scottish Farmer.

**97%** of our readers stated that The Scottish Farmer offers better value for money than any other farming publication.

# AGRISCOT BENEFITS INCLUDED WITHIN YOUR SPONSORSHIP



## AgriScot Website

Your company logo will be featured and the company will be listed as a sponsor on the event website [www.agriscot.co.uk](http://www.agriscot.co.uk).

## Official Catalogue

Your logo will be featured and the company will be listed as a sponsor in the event catalogue, which is published by The Scottish Farmer and distributed with the magazine prior to and at the event.

## On Site Branding

- Company logo will be displayed on the giant video screens suspended above the show ring.
- Company logo will be displayed on the sponsors' photography backdrop that is suspended above the show ring and lowered for award presentations.

# AGRISCOT



AgriScot to be held on 13 November, is widely regarded as one of the UK's agricultural business events and continues to develop its appeal to all sectors of the industry... both to the supply trade and to a wide cross section of farmers eager to seek out the products, services, advice and information necessary for their farming businesses. Those seeking answers to the myriad of questions on their own circumstances will find them at The Farm Business Event where the best commercial and technical advice is on offer.

AgriScot is delighted to partner with The Scottish Farmer to stage the AgriAwards and thereby create an event in the Scottish farming calendar which will recognise and celebrate best practice within the industry.

# BENEFITS OF BECOMING A SPONSOR



- Gain access to a specific demographics. Event sponsorship offers a way to reach a specific target audience that may have been inaccessible otherwise.
- Live Events provide a lead-nurturing environment. We offer the opportunity to provide a networking booklet which gives attendees access to every name and organisation in the room alongside their table number, allowing for qualified conversations in a less formal environment.
- The Scottish Farmer audience has never been more engaging across all multimedia channels. With our campaigns lasting a year your brand will be front and centre of all marketing for a full 12 month calendar period.
- Sponsorship offers a partnership approach with Scotland's leading agri-business and farming publication which is trusted to provide high quality analysis and opinions on the Scottish and global agricultural landscape.
- Raise your brand value by association with a high-quality awards process which recognises excellence with an impartial and in-depth judging panel and process
- All of our partners work with us and have the opportunity to support in the legacy and shape of each event, allowing for a truly collaborative approach which ensures the highest quality of events throughout Scotland.



# OUR EVENTS TEAM



Newsquest Scotland Events is the events division for Newsquest Media in Scotland. Home to The Herald, Glasgow Times and numerous leading media brands.

We organise over 25 leading industry events per year ranging from Business Breakfasts and Conferences to Award Ceremonies and One-Off Client Events.

We also offer our event management services to create bespoke creative solutions tailored to your business needs.

Our events team are highly skilled in bringing to life event ideas through to conception. We have a vast array of contacts within varying sectors which allow us to target your required audience. Our events are of the highest calibre bringing together the best in hosting, entertainment and hospitality all while working towards the common goal of creating worthwhile live content for every person involved.

## Testimonials

“ What a great job you did last night in putting the cherries on top of a great project. It’s been super working with you, and I appreciate all of your input, guidance and great spirit, it’s been a pleasure. The events team bring a confidence and organisation and it was evident in everything we achieved yesterday.

We would like to sincerely thank Newsquest Events Scotland for pulling off the awards last night in such spectacular style. We always had the utmost confidence in your professionalism and ability to deliver a superb evening and that confidence was well placed – as an inaugural event it was hugely impressive, and the result gives us a platform to hopefully grow the Awards even further. ”

In 2023...

over **3500**  
guests were welcomed

over **1000**  
entries were received

**60** partnered with us to provide a platform for brand awareness in the unique setting of an event

over **40** different expert speakers were heard across our conference and breakfast events

**166** winners were crowned at our Awards Ceremonies across a multitude of sectors

# GALLERY



# WINNERS 2023



## Adviser of the Year

- Eric Anderson, Scottish Agronomy
- Hazel Laughton, SAC Consulting
- Heather Wildman, Saviour Associates Ltd - **WINNER**

## Animal Health Provider of the Year

- Clyde Vet Group - **WINNER**
- East of Scotland Farmers Ltd
- Tinto Farm Vets

## Best Agroforestry Award

*sponsored by Field & Forest*

- The Woolly Pig Company - The future forest company at Brodoclea Farm Woodland
- W. Laird & Sons, Netherurd Home Farm - **WINNER**

## Machinery Dealer of the Year

- C T Scott LTD - **WINNER**
- Netherton Tractors Ltd
- Paterson ATV

## Supplier of the Year

- Jack Lamb Agricultural Merchant
- KW Feeds
- Redpath Tyres - **WINNER**

## Young Farmer Initiative of the Year

- SAYFC & RSABI - Development and Wellbeing Committee, Thrive Mental Wellbeing App Pilot - **WINNER**
- Nicola Wordies
- Wallace Currie

## Arable Farm of the Year

*sponsored by soilessentials*

- Robert Reid & Son, Gourdie Farm
- Rosskeen Farms
- Savock Farms - **WINNER**

## Dairy Farm of the Year Award

*sponsored by GEA*

- Coopon Carse Farm - **WINNER**
- Linns Farm
- Mackie's of Scotland - Westertown Farm

## Diversified Farm of the Year

*sponsored by SAC Consulting*

- Glenkiln Farm - **WINNER**
- J W Smith Byres Farm
- Sheepdog School, Ardros Farms

## Scotch Beef Farm of the Year

*sponsored by ABP*

- Carriston Farm
- Carskiey Farm
- Firm of T Hodge, Rulesmains Farm - **WINNER**

## Sheep Farm of the Year

*sponsored by Thorntons Law*

- Farmstock Genetics
- Roan Farm
- Windshiel Farm - **WINNER**

## Sustainable Farm of the Year

*sponsored by Polycrub*

- Edinvale Farms
- J Rennie & Sons (Farmers) Ltd, Gask Farm
- R Mitchell & Sons, Whitriggs Farm - **WINNER**

## Unsung Hero of the Year

*sponsored by Virgin Money*

- John Copland - **WINNER**

## Champion of Champions 2023

*sponsored by ScottishPower Renewables*

- Glenkiln Farm

# SCOTTISH AGRICULTURE AWARDS 2024

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We hope you can join us in honouring, recognising  
and rewarding agricultural individuals and businesses  
who strive to be the best in their industry.

# THANK YOU

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