**Dear Sponsor January 2025**

**The 77th AYLSHAM SHOW - MONDAY 25th AUGUST 2025**

The public and exhibitors feedback on the 2024 Show has again been really heartening and positive. The access to the 2024 Show went very well with very few delays on the roads. Despite Show costs continuing to rise, we have just given away £22000 to 56 x mainly local charitable organisations, all of whom do sterling work within their various communities.

We have given out donations of well over £1million since the Show began, and we would not have been able to achieve this, and continue to be financially sound, without the ongoing support of our many loyal Sponsors and Members to whom the Show Council remain sincerely grateful. We continue to look for some new sponsors to help us achieve our future objectives.

Planning for the 77th Show in 2025 is well advanced. We are determined again to put on a really good Show and engage the public in all that we are trying to do, including education of the values of food, farming and the countryside.

The Aylsham Show continues to provide a really good value family and dog friendly day out, and in 2025 we will continue with the same themes with a little tweaking and improvements to the overall showground layout, with varied Main and Countryside Ring events with something to suit all ages, a circus and some more attractions for children and adults to enjoy. There will again be an emphasis on the history of food, farming and the countryside in a separate Learn from the Land Discovery Zone, with well supported livestock classes for horses, cattle, sheep and goats. We will have the usual Trade Stands, Market Lane Stands and Catering Stands on site (with picnic areas near the Main and Countryside Rings). The Flower Marquees, Art Marquee, Dog Scurry and Agility, Rural Crafts Area, Food Market, Cookery Theatre, Classic Cars, Military Vehicles, and Starting Handle Club, remain ever popular.

Details of our sponsorship packages are enclosed, and we do hope that you are able to continue to support us again this year. To help our planning, schedules and printing deadlines, would you please complete the **Confirmation Form and return it by Friday 30th April 2025**, to: David Hitcham, Event Co-ordinator, at the Show Address above. Alternatively you can email this form to: [eventadmin@theaylshamshow.co.uk](mailto:eventadmin@theaylshamshow.co.uk)

**NB: You will be invoiced separately in due course.**

**With kind regards.**

**David Hitcham BEM**

**Aylsham Show Event Co-ordinator/Sponsorship Sub-Committee Chairman**