



David Hitcham - Event Co-ordinator, Administration and Finance

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PRESIDENT: ROGER LONG

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Dear Sponsor

February 2023

The 75th ANNIVERSARY AYLHAM SHOW - MONDAY 28th AUGUST 2023

After missing 2020 and 2021, the Aylsham Show returned in 2022. The new layout was generally well received by exhibitors and public alike. We are in talks with the National Trust and the AA to see where we can improve road directions and access to the Showground. Despite substantially rising costs, we have just given away £15000 to 36 x mainly local charitable organisations, all of whom do sterling work within their communities.

We have given out donations of £1m+ over the last 25 years, 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 to achieve our future objectives.

Planning for the 75th Show in 2023 is well advanced. We are determined 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 day out, and in 2023 we will continue with virtually the same layout with the Countryside Ring in addition to the Main Ring, and a circus and some different attractions for children and adults to enjoy. There will again be an emphasis on the history of food and farming and the countryside in a separate Discovery Zone, with well supported livestock classes for horses, cattle, sheep and goats. We will have varied Main Ring and Countryside Ring events, with something for all ages to enjoy, with the usual Trade Stands, Market Lane Stands and Catering Stands on site. The Flower Marquees, the Dog Scurry and Agility, Rural Crafts Area, the Countryside Area, the Food Halls, the Cookery Theatre, Classic Cars, Military Vehicles, and the 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 in this important year. Would you please complete the **Confirmation Form and return it by Friday 5th May 2023**, to: David Hitcham, Show Co-ordinator, at the Show Address above, to enable us to meet printing and other deadlines. Alternatively you can email this form to: eventadmin@theaylshamshow.co.uk

You will be invoiced separately in due course.

David Hitcham BEM

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