



David Hitcham - Event Co-ordinator, Administration and Finance

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PRESIDENT: NIGEL SAVORY

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Dear Sponsor

January 2024

The 76th AYLSHAM SHOW - MONDAY 26th AUGUST 2024

The public and exhibitors feedback on the 2023 Show has been really heartening with many saying it was the best Show for many years. The new layout has been well received. The access to the 2023 Show was much better with very few delays on the roads. We will build on this for 2024. Despite costs continuing to rise, we have just given away £21850 to 55 x mainly local charitable organisations, all of whom do sterling work within their communities.

We have given out donations of £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 to achieve our future objectives.

Planning for the 76th Show in 2024 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 day out, and in 2024 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, 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 Market, 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 again this year. Would you please complete the **Confirmation Form and return it by Monday 20th May 2024**, to: David Hitcham, Event 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