



National  
Farm  
Attractions  
Network

## 2022 CONFERENCE & TRADE EXHIBITION

7<sup>th</sup>, 8<sup>th</sup> & 9<sup>th</sup> June 2022, ICC Wales

# SPONSORSHIP



It's back! We are so excited to bring you the largest event of the year; the 2022 NFAN Conference & Trade Exhibition.

At our last Conference (2020), we had record numbers of nearly 250 farm attraction delegates and 130 trade stands. This event is the first Conference in two years and is set to be even bigger and better than ever before!

Sponsorship is sold on a first come first served basis, so take a look below at our amazing packages (exclusively for NFAN Trade Members) and [get your sponsorship booked today!](#)



## Programme

### Tuesday 7th June

- 10am to 4pm Pre-Open Day visits to Cefn Mably Farm, Little Owl Farm Park and Noah's Ark Zoo Farm
- 7:30pm Informal Networking Evening Meal and Entertainment at ICC Wales

### Wednesday 8th June

- 10am to 3pm Open Day Visit to Cattle Country Farm Park
- 5.30pm to 6pm Conference First Timers Meet and Greet
- 6pm Drinks Reception - Trade Exhibition Opens (2 hours) at ICC Wales
- 8pm Awards Dinner at ICC Wales

### Thursday 9th June

- 8:00am Trade Exhibition Opens at ICC Wales
- 9:00am Welcome from Doug Douglas, Speed Networking
- 9:15am Keynote: Kevin Green, Recruiting and Retaining Generation Z
- 10:15am Exhibition and Coffee
- 11:15am Janet Uttley, Visit Britain – Tourism Trends
- 11:35am Rubber stamp your attraction for the Code of Practice – NFAN/KIWA
- 11.45am Premiumising and De-Skilling Your Catering Offer- Regency Purchasing Group
- 12:15 pm Lunch & Exhibition
- 2:15pm "What Flew and What Flopped?" and panel discussion.  
Mark Navin, Cockfields  
Ben Marshall, Wroxham Barns  
Richard Bower, Lower Drayton Farm
- 3pm Maximising Dynamic Pricing, Caroline Sanger-Davies & Baker Richards
- 3:30pm Hear from the best - two inspiring NFAN Award entries
- 4pm Thank you & Close



## Sponsorship Packages (prices are exc. VAT)

### Open Afternoon Visit – 7<sup>th</sup> June

£300 Per Attraction

As delegates travel to the Conference, we arrange informal stop offs for delegates at attractions enroute. Delegates won't visit all attractions; they will have the option to visit all 3 but will normally only visit one on their drive down to the Conference. The attractions are Cefn Mably Farm Park, Noah's Ark Zoo Farm and Little Owl Farm Park. Sole Sponsor for each attraction. Sponsorship includes:

- A public thank you during the presentation at the Informal Dinner on 7<sup>th</sup> June
- Two pop up banners in the meeting area & your material available for delegates
- Attendance for two people
- Your logo, company profile and web link on the NFAN Conference website page
- Your logo on the Conference promotional flyer
- Social media credits

### Informal Dinner Sponsor – 7<sup>th</sup> June

BOOKED

Opening night informal buffet dinner and entertainment. Opportunity for a sole sponsor to own the night to create a party atmosphere. Sponsorship includes:

- A public thank you by NFAN Chairman
- Space for pop up banners in banqueting room
- Opportunity to have your promotional material and branding around the room
- Your logo, company profile and web link on the NFAN Conference website page
- Social media credits
- Two tickets for the dinner

**FULLY BOOKED**

### Open Day Visit Sponsor – 8<sup>th</sup> June

BOOKED

Pre-Conference Open Day at Cattle Country. Max 2 sponsors. Sponsorship includes:

- A public thank you at the start of the event
- A three minute elevator pitch during the event
- Space for two pop up banners & the option to hand out your promotional material
- Attendance for two people including lunch and refreshments
- Your logo, company profile and web link on the NFAN Conference website page
- Your logo on the Conference promotional flyer
- Social media credits

**FULLY BOOKED**



## Drinks Reception Sponsor - 8<sup>th</sup> June

From £750

Held in the trade exhibition area from 6pm – 8pm, prior to the Awards Evening. Max 2 sponsors. **Only one space remaining!** Sponsorship includes:

- Two complimentary drinks per person
- A public thank you by NFAN during the evening
- Space for pop up banners where drinks are served
- Your logo printed on the drinks tokens handed out to delegates
- Your logo, company profile and web link on the NFAN Conference website page
- Your logo on the Conference promotional flyer
- Social media credits

## Main Awards Dinner Sponsor - 8<sup>th</sup> June

BOOKED

The highlight event of the conference; the glittering awards dinner. Sole Sponsor. Sponsorship includes:

**FULLY BOOKED**

- A public thank you by NFAN Chairman during the dinner
- Space for pop up banners in banqueting room
- Your logo printed on the front cover of menus
- Opportunity to have your promotional material and branding on tables
- Your logo on screen during the dinner reception
- Your logo, company profile and web link on the NFAN Conference website page
- Social media credits
- Two tickets for the dinner

## Awards Dinner Wine Sponsor - 8<sup>th</sup> June

BOOKED

Max 2 sponsors or you can take sole sponsorship for £2000. Sponsorship includes:

**FULLY BOOKED**

- Opportunity to judge final shortlist
- A public thank you by NFAN Chairman during the dinner
- Space for pop up banners in banqueting room
- Your logo printed on the menus
- Your logo on screen during the dinner reception
- Your logo, company profile and web link on the NFAN Conference website page
- Two tickets for the dinner
- Social media credits



## NFAN Awards Category Sponsor - 8<sup>th</sup> June

BOOKED

Award Categories available:

- Best Event **BOOKED**
- Best Food & Beverage **BOOKED**
- Best Digital Presence **BOOKED**
- Innovation **BOOKED**
- Day Maker **BOOKED**
- Best Trade Supplier **BOOKED**
- Farm Attraction of the Year (<75k visitors) **BOOKED**
- Farm Attraction of the Year (over 75k visitors) **BOOKED**

**FULLY BOOKED**

Max 1 sponsor per award. Sponsorship includes:

- A public thank you by NFAN during the evening
- An opportunity to present the award & have a photograph with the winners
- Your logo printed on the menu/awards programme on the tables
- Your logo, company profile and web link on the NFAN Conference website page
- Two tickets for the dinner

## Main Conference Day Gold Sponsor - 9<sup>th</sup> June

BOOKED

As a Gold Sponsor, you will be sponsoring the entire main conference day on 9<sup>th</sup> June.  
Max 3 sponsors. Sponsorship includes:

- First priority to book your included 2m x 2m stand space
- Your logo included on all pre-event promotional materials
- Your logo, company profile and web link on the NFAN Conference website page
- A public thank you at the start of conference, before lunch and end of conference
- Logo on display screen at registration and in main conference room
- Logo on the Conference welcome slide
- Attendance at Conference on 9<sup>th</sup> June for four people (does not include Awards dinner)
- Insert in delegate pack - exclusive to Gold Sponsors only
- Maximum of three sponsors

**FULLY BOOKED**

**HOW TO BOOK**



Sponsorship is sold on a first come first served basis. It's simple to book, follow these steps:

1. Go to the [NFAN Membership Hub and visit the shop](#). If you are having problems logging into The Membership Hub, please call Jodie Kimble on 03333 44 8987 or email [info@farmattractions.net](mailto:info@farmattractions.net). We want to make this as easy as possible for you.
2. Click into the sponsorship package you would like and click 'Confirm Purchase'. This will add the package into your basket.
3. Checkout and pay for your sponsorship. You can pay straight away via Debit/Credit Card or choose the option to pay via BACS. Please note, if you pay via BACs, you will still need to checkout. Once we receive your purchase confirmation, the NFAN Office will raise a VAT invoice, which will be emailed to you. From the date of the invoice, there is a 7-day window to pay.

### **Cancellations**

We are really sorry but unfortunately, we cannot accept/refund cancellations once payment has been received.

### **Contact Us**

If you need any support booking your sponsorship or using the Membership Hub, please speak to Jodie Kimble on 03333 44 8987 or email [info@farmattractions.net](mailto:info@farmattractions.net)