

CEREALS 2026



SPONSORSHIPS

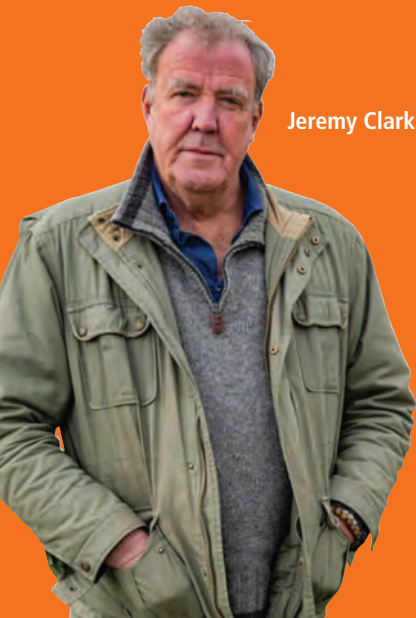
CEREALS 2026: THE ULTIMATE BRAND SHOWCASE AT DIDDLY SQUAT FARM

Welcome to Cereals 2026, the UK's leading arable event-this time, with an exciting new twist. For the first time ever, we're bringing Cereals to **Diddly Squat Farm**, home of Jeremy Clarkson, one of the most influential voices in modern farming.

This is more than just an event - it's a **prime opportunity** to put your brand in front of thousands of forward-thinking farmers, agronomists, and industry leaders. With the media spotlight firmly on Diddly Squat Farm, your sponsorship won't just be seen - it'll be talked about, shared, and remembered.

From **high-impact digital exposure** to **on-the-ground activations**, our sponsorship packages are designed to give you **unparalleled reach and return on investment**. Align your brand with innovation, entertainment, and the biggest names in agriculture at one of the most anticipated Cereals events to date.

“ Farmers across the country are facing some of the toughest conditions seen in decades, so we wanted to be involved in something positive, and hosting Cereals was an opportunity for us to run a large-scale, practical event for UK food producers. ”



Jeremy Clarkson



BE THE HEADLINE ACT AT CEREALS 2026

OWN THE SPOTLIGHT AT DIDDLY SQUAT FARM

As the **Headline Sponsor**, your brand will take centre stage at the most talked-about agricultural event of the year. This is more than just visibility-it's positioning your company as the leading force in arable farming.

With an exclusive **brand showcase**, high impact **thought leadership opportunities**, and **direct access to the UK's most influential farmers**, this sponsorship delivers unrivalled exposure and engagement. Plus, with **targeted marketing**, **database development**, and **premium branding** throughout the event, your investment translates into lasting influence and measurable ROI.

HOST SPONSOR



Sponsorship benefits include

- Top billing with logo included on all pre-event marketing as 'Host Sponsor'
- Event language to include 'Co-hosted by Jeremy Clarkson and Company Name'
- Logo included on all pre-event marketing including website, social media, print ads, email, invitations, press releases
- A word from the sponsor included on the Cereals 2026 homepage
- Inclusion in the registration launch press release with a quote alongside Clarkson and additional press release mentions throughout the campaign
- Up to 10x social media promotion across all Cereals platforms (Twitter/ X, LinkedIn, Facebook, Instagram, YouTube, TikTok)
- Opportunity to work with Cereals marketing team to produce product/farmer content video with leading social media content creator
- Opportunity to send out one exclusive welcoming email to pre-registrants
- Top billing with logo included on all onsite signage as 'Host Sponsor'
- Full page advert included in the Cereals event guide
- Logo inclusion on front cover of the Cereals event guide
- Opportunity for welcoming remarks and hosted breakfast
- Moderation/speaking opportunities on the Seed to Shelf Mainstage
- Executive feature spot in the Cereals 2026 Official video

INVESTMENT £15,000

YOUNG FARMERS HEADLINE SPONSOR



Cereals, the National Federation of Young Farmers and Oxfordshire Young Farmers will host a full-day programme focused on succession, careers/opportunities in agriculture, mental/physical health in farming, diversity and inclusion topics.

Sponsorship benefits include

- Logo on stage backdrop and directional signage
- Logo and sponsored by message on schedule signage
- Logo and sponsored by message on all stage settings
- Logo and sponsored by message in all visitor promotion (website, social media, print ads, email, invitations, PR)
- Logo and tags on all influencer promotional posts/Cereals posts
- Social shares pre-event, during event and post-event will be tagged with thank you messages and sponsor tags
- Opportunity to introduce influencers or moderate a conversation
- Videos and promotional information to run on screens during session breaks
- Badge scans of attendees
- Listing on all sponsor pages online and in print event guide

INVESTMENT £9,000





SEMINAR SPONSORSHIP

Seminar sponsorship associates your brand with thought leadership as the sponsor of Cereals conference programming on the Cereals Seed to Shelf Stage, within the Young Farmers Programme or on the Regenerative Agriculture stage.

Sponsorship benefits include

- Participation/speaking opportunity in conference or moderation of panel
- Branded signage and holding slides
- Logo billing on all marketing including website, social media, print ads, email, invitations, PR
- Badge scans of session attendees
- Listing on all sponsor pages online and in print

INVESTMENT £1,550



REGENERATIVE AGRICULTURE HEADLINE SPONSOR



Cereals & BASE-UK will host a two-day programme focused on regenerative agriculture, SFI/Countryside Stewardship, sustainability and future planning.

Sponsorship benefits include

- Logo billing on all marketing including website, social media, print ads, email, invitations, PR
- Logo and sponsored by message on schedule signage
- Logo and sponsored by message on all stage settings
- Logo and sponsored by message in all visitor promotion (website, social media, print ads, email, invitations, PR)
- Logo and tags on all influencer promotional posts/Cereals posts
- Social shares pre-event, during event and post-event will be tagged with thank you messages and sponsor tags
- Opportunity to introduce influencers or moderate a conversation
- Videos and promotional information to run on screens during session breaks
- Badge scans of attendees
- Listing on all sponsor pages online and in print event guide

INVESTMENT £9,000



SPRAYS & SPRAYERS ARENA CO-SPONSORSHIP

SOLD

- Co-sponsorship and naming rights of Sprays and Sprayers Arena
- Sprays and Sprayers Arena administration of forms and commentaries
- Logo branding on front cover of event guide and sponsor pages in event guide (print and digital)
- Dedicated coverage of Sprays & Sprayers Arena in event guide
- Logo branding on event signage
- 2 x emails to full database of 40,000
- 10 x promotional posts/mentions on social media
- Offer tick box within Cereals registration so data can be shared with sponsor
- Banner ad/ widget on Cereals homepage
- 1 x press release inclusion to journalist list of 450
- Unlimited Cereals tickets for prospects and customers
- Twice daily longer presentation slots available in the Arena

INVESTMENT £7,000



PRODUCT PLACEMENTS & MATERIAL DISTRIBUTION

If you want to show off your latest, greatest innovation, product placement in high traffic areas will get the notice that you are looking for.

Sponsorship benefits include

- Space for product placement display in high traffic areas like registration, main entrances, near conference marquees, catering and entertainment areas
- Logo billing on all VIP marketing including website, social media, print ads, email, invitations, PR
- Feature spot in the Cereals 2026 Official Video
- Listing on all sponsor pages online and in print
- Must be an exhibitor to participate

PRODUCT PLACEMENT INVESTMENT £1,030

DOOR PRODUCT GIVEAWAYS ALSO AVAILABLE £775

BAG INSERTS AVAILABLE FROM £1,500



HOSPITALITY SPONSORSHIPS



CUSTOM HOSPITALITY

Cereals visitors appreciate your hospitality. Align your brand with thoughtful items that will make the visitor experience more enjoyable and memorable including water bottles, cold beer or cider, ice cream or other sweet or savoury treats.

Sponsorship benefits include

- Branded giveaway/distribution area
- Branded items
- Badge scans of recipients
- Logo billing on all VIP marketing including website, social media, print ads, email, invitations, PR
- Listing on all sponsor pages online and in print
- Investment based on custom item to be distributed

PRICE ON APPLICATION



DIDDLY SQUAT FARM BAR SPONSOR

The host farm, Diddly Squat, will co-host three bars and networking areas for farmers which will include themed food and Clarkson's Hawkstone beer. Bars confirmed:

Jeremy's Hops
and Harmony

Kaleb's
Korner

Lisa's
Lounge

Sponsorship of a networking bar will include:

- Logo billing on all marketing including website, social media, print ads, email, invitations, PR
- Up to 5x social media promotion across all Cereals platforms
- Branded logo on marquee gable
- Signage within the lounge
- Networking access for your company representatives
- Permission to advertise and distribute materials
- Sponsorship of a key element (branded food/giveaway)
- Badge scans of networking/ bar attendees for follow up
- Listing on all sponsor pages online and in print

INVESTMENT £12,500

BREAKFAST & LUNCH MEETING SPONSOR

Associate your company with hospitality and education by sponsoring an informational breakfast or lunch during the Cereals event.

Sponsor benefits include

- Logo billing on all breakfast or luncheon signage
- Logo billing on all marketing including website, social media, print ads, email, invitations, PR
- Speaking opportunity over breakfast or luncheon
- Sponsored by message on invitations
- Executive feature spot in the Cereals 2026 Official Video
- Listing on all sponsor pages online and in print
- Investment level dependent on attendee limit and food/beverage options

PRICE ON APPLICATION



BRANDING SPONSORSHIPS

ENTRANCE SPONSOR

The entrance and exit farm road will be driven and walked by all visitors to enter, exit and navigate the event.

Sponsorship benefits include

- Branded flags marking the main entrance and exit route
- Branded directional signage along the main entrance and exit route
- Advertising and video spots promoting the sponsorship on screens
- Visitor activation opportunities for lead generation near both event entrances

INVESTMENT £9,500



SIGNAGE SPONSOR

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Your logo will be featured on all entry, aisle, directional and programming signs throughout the event. Benefits include

- Logo on all signage
- Logo on all pre-event marketing including website, email marketing, print advertising and social media campaigns, PR
- Listing on all sponsor pages online and in print
- Additional signage opportunities are available.
- Entry flags, onsite meter boards and banners pricing based on quantity and location.

INVESTMENT £7,500



ATTENDEE BAGS

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This sponsorship is high visibility for your brand as your logo will be on display on each attendee bag.

Sponsorship benefits include

- Logo on each attendee bag
- Marketing materials in attendee bags
- Logo coverage in the Official Video as well as most photo and video opportunities
- Listing on all sponsor pages online and in print
- Pricing dependent on bag type and quantity

SOLD

LANYARDS & BADGES

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This sponsorship ensures your logo is in every photo and around every neck throughout both days of the event.

Sponsorship benefits include

- Logo on lanyard and badges
- Marketing materials in attendee bags
- Logo coverage in the Official Video as well as most photo and video opportunities
- Listing on all sponsor pages online and in print

SOLD



BRONZE SPONSOR

Sponsor benefits include

- Enhanced listing in the Cereals event guide with bold highlighting and logo
- Up to 2x social posts* in the lead up to the event
- 1x exhibitor highlights in email in the lead up to the event
- Logo included in exhibitor listing online

INVESTMENT £464

GOLD SPONSOR

Sponsor benefits include

- Half page ad in the event guide
- Enhanced listing in the Cereals event guide with bold highlighting and logo
- Up to 3x social posts* in the lead up to the event
- 2x exhibitor highlights in email in the lead up to the event
- Logo included on emails and onsite signage
- Logo included in exhibitor listing online

INVESTMENT £1,320

PLATINUM SPONSOR

Sponsor benefits include

- Full page in the event guide
- Enhanced listing in the Cereals event guide with bold highlighting and logo
- Up to 5x social posts* in the lead up to the event
- 3x exhibitor highlights in email in the lead up to the event
- Logo included on emails and onsite signage
- Website banner on Cereals at Diddly Squat website
- Logo included in exhibitor listing online

INVESTMENT £2,480

SOCIAL POST



EMAIL HIGHLIGHTS

How you can adapt your cropping systems to thrive



Crop Plots

With over 600 individual Crop Plots. With over 600 exhibitors, Cereals provides the unique opportunity to see and discuss a range of crops first hand, including winter linseed with Premium Crops.

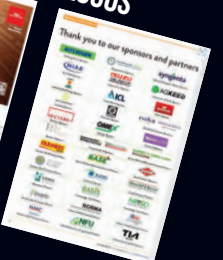
Winter linseed offers a sustainable, economically viable alternative to oilseed rape, requiring less nitrogen, reducing greenhouse gas emissions, supporting crop rotations, and meeting strong market demand, especially for its omega-3 rich seed.

Visit our website
www.premiumcrops.com

EXHIBITOR HIGHLIGHT PLUS HALF PAGE ADS



EVENT GUIDE LOGOS



FULL PAGE AD



WEBSITE BANNER



LOGO INCLUSION ON WEBSITE



Cereals
THE ARABLE EVENT