NPC 2027



PARTNERSHIP OPPORTUNITIES

National Ploughing Championships

21st - 23rd SEPTEMBER 2027
Boherkill Farm, Rathangan, Co. Kildare

A platform like no other

Three days of powerful connections across Irish agriculture, business and communities.

243,000

VISITORS IN 2026

Europe's largest outdoor event brings together farmers, rural households, business decision-makers and national brands in one unique setting.

AUDIENCE

Reach real customers

Build recognition among a highly engaged audience across farming, machinery, food, enterprise and everyday consumer categories.

VISIBILITY

Be part of the story

Connect your brand with a landmark event that attracts national, regional and agricultural media attention.

2027 VENUE

Boherkill Farm, Rathangan, Co. Kildare | 21st-23rd September

Audience & reach

One event. A broad mix of visitor segments. Significant visibility beyond the event grounds..

MEDIA REACH

815.03M

Muck Rack's media coverage tracker - media reach mentioning the 2026 Ploughing Championships
3rd SEPTEMBER - 3rd OCTOBER 2026

Digital visibility

SOCIAL MEDIA VIEWS ON NPA SOCIALS | 3rd SEPTEMBER - 3rd OCTOBER 2026

FACEBOOK	INSTAGRAM	TIKTOK	X / TWITTER
6.1M	4.59M	947.3K	248.6K

11.8M+ combined reported platform views

These figures relate solely to the NPA's own social media channels. The total social media reach of content mentioning the National Ploughing Championships across all platforms and accounts is significantly higher.

A diverse visitor audience

Connect with farmers and agricultural contractors, agri-business professionals, SMEs, families, students, rural communities, decision-makers and consumer audiences.

THE OPPORTUNITY FOR YOUR BRAND

Build awareness, demonstrate products and create meaningful connections with multiple customer segments in one place.

Partnerships with purpose

Different brands have different objectives. We design opportunities around the audience you want to reach.

01

BRAND VISIBILITY

Build recognition through agreed event signage, branded spaces and promotional placements.

02

CUSTOMER ENGAGEMENT

Bring products and services to life through demonstrations, campaigns and face-to-face interaction.

03

MEDIA & STORYTELLING

Develop relevant stories, photography and coordinated promotional activity around your involvement.

04

BUSINESS CONNECTIONS

Create meaningful opportunities to meet clients, partners and decision-makers in a live setting.

THE BEST PARTNERSHIPS HAVE A CLEAR PURPOSE.

We can shape the opportunity around your marketing and business objectives.

Associate sponsorship

A high-profile partnership bringing together event-wide recognition, visibility and relationship-building.

01

EVENT-WIDE PRESENCE

Official Associate Sponsor recognition; logos across sponsor boards, event maps, relevant promotional materials and site signage.

02

PR & PROMOTION

Partnership launch, pre-event media activity, coordinated photography and opportunities to amplify agreed sponsor stories.

03

ON-SITE ENGAGEMENT

Prominent exhibition presence and scope for agreed on-site promotional signage and brand-led activity.

04

SUPPORT & ACCESS

Dedicated sponsor liaison, planning support and access to official functions and hospitality arrangements.

A tailored agreement

Exact deliverables, allocations, access are confirmed in each sponsorship agreement.

Own the moment

High-visibility properties offering a natural association with key features of the event.

GRANDSTAND

Official ceremonies and entertainment

Naming and branding opportunities around a focal point for public programmes and media coverage.

LIVESTOCK

Livestock marquee & showring

Naming and promotional presence alongside competitive livestock showcases.

DOME & HUB MARQUEES

High-visibility indoor exhibition and retail spaces

Prominent branding and naming opportunities across the Dome exhibition marquee and the Hub house, home and retail area, connecting your brand with visitors through entrance signage and indoor branding.

Machinery Gallery

Machinery innovation in the spotlight

The Machinery Gallery brings agricultural machinery and equipment together at the National Ploughing Championships without the need for staff. Align your brand with a great display of machinery.

Make it an experience

Turn visibility into active engagement through branded spaces and relevant visitor services.

01

REST & REFRESH

Branded seating and covered rest areas give visitors a reason to pause and engage with your brand.

02

PUBLIC ADDRESS

Hourly 30-second advertising slots across the event. Using our public address systems.

03

MACHINE OF THE YEAR

Align your brand with the annual machinery award and associated announcement and PR activity.

04

INTERACTIVE EXPERIENCES

Create photo opportunities, demonstrations, competitions or other high-participation visitor activations.

Bring us an idea.

We welcome proposals for original activations that fit your brand and visitor needs.

Make it an experience

05

Fashion Show

Showcase your clothing on the catwalk, sponsor our Most Appropriately Dressed Lady & Gent competitions, or become a major sponsor of the Fashion Show Marquee and its shows.

06

Sheep Shearing

Attracting large crowds over three days, the Sheep Shearing marquee features live competitions and expert talks. Get involved by becoming a sponsor of this popular attraction.

07

Branded Charging Points

Branded charging points positioned throughout the site, offering the public a convenient place to recharge their devices while engaging with your brand in high-footfall areas.

08

Brochures

50,000 brochures distributed nationally, offering significant reach and brand reinforcement.

Don’t See What You’re Looking For?

Get in touch and we’ll create a tailored sponsorship proposal to suit your target audience and budget.



NPC 2027 / LET'S TALK

YOUR BRAND
OUR STAGE

Build a 2027 partnership that works for your business and creates a better visitor experience.

START A CONVERSATION

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SPONSORSHIP BENEFITS SUBJECT TO AGREEMENT