Scottish Agritourism

Trade & Go Rural Partnership Opportunities 2024/25

Who are we?

Scottish Agritourism is the official body for the agritourism sector in Scotland. Providing leadership and a strong voice to represent and grow the sector. Our main priorities are to lobby for policies which facilitate growth of the sector, to facilitate connections and knowledge exchange between all types of enterprises in the sector and to promote visiting a working farm or croft to consumers via the Go Rural brand.

We are a not-for-profit organisation bringing together a strong and dynamic network of entrepreneurial farmers and rural businesses scattered throughout all parts of the Scottish countryside who offer high quality food and drink and memorable experiences to locals and visitors.

The people involved in driving agritourism in Scotland and Scottish Agritourism are committed and passionate leaders almost entirely giving up voluntary time to grow agritourism and are represented on the Scottish Agritourism Board, by 16 regional Destination Leaders, and via Scotland's National Agritourism Board.

The stats on agritourism in Scotland

Agritourism in Scotland is growing. Consumer demand is increasing from domestic and international visitors. Existing enterprises are innovating and investing. New farmers and crofters are entering the sector. Currently there are officially 630 farms and crofts with a Visit Scotland listing and counted in official figures but more exist, but with no listing. Scotland's Agritourism National Strategy aims to have 1000 farms and crofts in agritourism or farm retail by 2030, an estimated 300 new entrants. 250 businesses are engaged with Scotland's Agritourism Monitor Farms Programme including a pipeline of 50 new entrants.

When farms and crofts invest in growing their business this means more business opportunities for the enterprises which supply and advise our sector. A thriving agritourism sector means a thriving agritourism supply chain. Agritourism on the whole is profitable, it often generates cash ahead of

the delivery of the service, builds capital value on a farming enterprise and helps to make the pie bigger for succession and retirement.

Scotland's growing profile internationally

Scottish Agritourism is playing a key role in leadership, globally. Scotland is currently in a short-list of countries bidding to host the 2026 or 2027 World Agritourism Conference. We have been undergoing an indepth bidding process over the past 6 months and the results will be announced in Bolzano, Italy in May 2024. If successful 1000 delegates will come to Scotland and agritourism in our country will be showcased internationally as a leading example of high quality, sustainable businesses. Caroline Millar sits on the Global Agritourism Network international committee and has played a key part in helping to formalise the international organisation.

Business growth opportunities for trade and professional suppliers

Trade and professional businesses benefit from being a core part of our network, interacting with our agritourism members and farmers and crofters starting out and being profiled in our knowledge hub and meeting existing and prospective clients at our online in and in person events.

Our two core and highest profile B2B events and campaigns in the calendar are

1. Scottish Agritourism Month in May (consumer facing too)
2. Scottish Agritourism Conference and Annual Industry Dinner in November – this year on Monday 18th and the morning of Tuesday 19th November. 330 delegates in 2023, expecting 350 in 2024
3. In addition, throughout the year we have opportunities to introduce trade facing partners to agritourism businesses and to profile services and products to farmers and crofters in the sector. We offer specific membership of Scottish Agritourism for suppliers to our sector
4. Throughout the year we have opportunities to promote businesses to a consumer facing audience via the Go Rural brand and campaigns

Providing enhanced options for year-round profiling

Our organisation is less than 4 years old, forming in June 2020. We have held 1 online and 3 in person conferences since 2020 and have quickly attracted as many delegates as some well-established annual tourism and agricultural conferences run by much larger organisations.

Outwith annual membership, our conference has been the main way we have delivered enhanced profiling for trade suppliers. With our aim always to deliver as much value as possible to our members and supporters, we have combined the best of some of our conference packages with additional features to provide 12 months of benefits.

To discuss any of these options please contact

Events@scottishagritourism.co.uk and we will arrange one of our team to speak online with you within 48 hours of your email or at a mutually convenient time. We can also discuss bespoke packages.

TRADE PARTNER PACKAGE OPTIONS

Patron Trade Partners - £7500 plus VAT

1	Annual Trade Membership of Scottish Agritourism for 12 months including profiles for up to 20 individual team members on the Scottish Agritourism Business Hub
2	Prominently identified as a **Patron Trade Partner** and (largest) key logo placement on **ALL** key/relevant online and printed materials for Scottish Agritourism for the year of 2024/25 including ✓ on the screen on the stage between sessions at the annual Conference 2024/25 ✓ rotating on the TV screens in Perth Concert Hall during the annual Conference ✓ on screen at the Scottish Agritourism Month Trade Partners and Leaders Business Breakfast and any additional events where there is a screen including online events ✓ on the bottom banner of the weekly Scottish Agritourism e-news ✓ on the banner on the members only area of Go Rural website www.goruralscotland.com/member ✓ on the public facing Scottish Agritourism website "wall of supporters" (being developed) www.scottishagritourism.co.uk ✓ on Scottish Agritourism Trade Partners pop ups used at the conference and all in person events throughout the year
3	Profiled as the Virtual Conference Sponsor for the Annual Conference
4	Announced as a Patron Trade Partner for 2024/25 at a Trade Partners & Leaders Business Breakfast on Tuesday 28th May 2024 and also announced as a key Annual Conference sponsor when tickets go live that day
5	At the Annual Conference will welcome delegates back into a particular session or wrap up a session with vote of thanks from the main stage OR at the Trade Partners and Leaders Business Breakfast will welcome delegates to the event or close with a vote of thanks
6	Provide an expert speaker for one of 12 monthly online members' meetings to speak for 15 minutes on an agreed topic. You will be noted as a Patron Trade Partner in all communications relating to this meeting
7	Four times per year profiled by Scottish Agritourism with a blog on the Scottish Agritourism website which can also be used on your own business website, the blog link and 50-word intro shared on Scottish Agritourism e-news and on social media from Scottish Agritourism channels (Linked In, Facebook and Twitter)
8	Briefing for your board, management and/or key staff via zoom or in person on agritourism in Scotland from Sector Lead or Scottish Agritourism Chair joined by two Destination Leaders
9	5 delegate packages at the Annual Conference including refreshments, lunch and dinner. Seated at the top tables at the industry dinner and thanked from the stage for support
10	5 delegates at the Trade Partners Business Breakfast on Tuesday 28th May 2024 and 2 pop ups from your business at the event
11	A branded table in the main hall at the Annual Conference with business logo on a flag, pens, brand tablecloth colours, business cards, at the conference near the front of the room
12	Professional photograph from Business Breakfast in May and the Annual Conference of your team to use in your own marketing
13	Promotion of up to 5 Trade offers to provide a deal to Scottish Agritourism members

Platinum Trade Partner - £6000 plus VAT

1	Annual Trade Membership of Scottish Agritourism for 12 months including profiles for up to 12 individuals on the Scottish Agritourism Business Hub
2	Prominently identified as a **Platinum Trade Partner** and (second largest) key logo placement on **ALL** key/relevant online and printed materials for Scottish Agritourism for the year of 2024/25 including ✓ on the screen on the stage between sessions at the annual Conference 2024/25 ✓ rotating on the TV screens in Perth Concert Hall during the annual Conference ✓ on screen at the Scottish Agritourism Month Trade Partners and Leaders Business Breakfast and any additional events where there is a screen including online events ✓ on the bottom banner of the weekly Scottish Agritourism e-news ✓ on the banner on the members only area of the website www.goruralscotland.com/member ✓ on the public facing Scottish Agritourism website "wall of supporters" (being developed) www.scottishagritourism.co.uk on Scottish Agritourism Trade Partners pop ups used at the conference and all in person events throughout the year The logo size is positioned smaller than the Patron Trade Members but larger than other types of Trade membership.
3	Announced as a Platinum Trade Partner for 2024/25 at a Trade Partners & Leaders Business Breakfast on Tuesday 28th May 2024 and also announced as a key Annual Conference sponsor when tickets go live that day
4	At the Annual Conference chance to speak at the start of one of four breakout sessions or vote of thanks at the end
5	Provide an expert speaker for one of 12 monthly online members' meetings to speak for 15 minutes on an agreed topic. You will be noted as a Platinum Trade Partner in all communications relating to this meeting
6	Three times per year profiled by Scottish Agritourism with a blog on the Scottish Agritourism website which can also be used on your own business website, the blog link and 50-word intro shared on Scottish Agritourism e-news and on social media from Scottish Agritourism channels (Linked In, Facebook and Twitter)
7	Online briefing for your board, management and/or key staff via zoom on agritourism in Scotland from Sector Lead or Scottish Agritourism Chair and joined by two Destination Leaders
8	4 delegate packages at the Annual Conference including refreshments, lunch and dinner. Seated at the top tables at the industry dinner and thanked from the stage for support
9	4 delegates at the Trade Partners Business Breakfast on Tuesday 28th May 2024 and 2 pop ups from your business at the event
10	A branded table at the Annual Conference with business logo on a flag, pens, brand tablecloth colours, business cards, at the conference near the front of the room
11	Professional photograph from Business Breakfast in May and the Annual Conference of your team to use in your own marketing
12	Promotion of up to 3 Trade offers to provide a deal to Scottish Agritourism members

Gold Trade Partner - £4500 plus VAT

1	Annual Trade Membership of Scottish Agritourism for 12 months including profiles for up to 8 individuals on the Scottish Agritourism Business Hub
2	Prominently identified as a **Gold Trade Partner** and (third largest) key logo placement on **ALL** key/relevant online and printed materials for Scottish Agritourism for the year of 2024/25 including ✓ on the screen on the stage between sessions at the annual Conference 2024/25 ✓ on screen at the Scottish Agritourism Month Trade Partners and Leaders Business Breakfast and any additional events where there is a screen including online events ✓ on the bottom banner of the weekly Scottish Agritourism e-news ✓ on the banner on the members only area of the Go Rural website www.goruralscotland.com/member ✓ on the public facing Scottish Agritourism website "wall of supporters" (being developed) www.scottishagritourism.co.uk ✓ on Scottish Agritourism Trade Partners pop ups used at the conference and all in person events throughout the year The logo size is positioned smaller than the Patron Trade Members and Platinum Trade Partners but larger than other types of Trade membership.
3	Announced as a Gold Trade Partner for 24/25 at a Trade Partners & Leaders Business Breakfast on Tuesday 28th May 2024 and also announced as a key Annual Conference sponsor when tickets go live that day
4	At the Annual Conference acknowledged by one of our team from the stage and thanked
5	Twice per year profiled by Scottish Agritourism with a blog on the Scottish Agritourism website which can also be used on your own business website, the blog link and 50-word intro shared on Scottish Agritourism e-news and on social media from Scottish Agritourism channels (Linked In, Facebook and Twitter)
6	Online briefing for your board, management and/or key staff via zoom on agritourism in Scotland from Sector Lead or Scottish Agritourism Chair joined by two Destination Leaders
7	3 delegate packages at the Annual Conference including refreshments, lunch and dinner. Seated at the top tables at the industry dinner and thanked from the stage for support
8	3 delegates at the Trade Partners Business Breakfast on Tuesday 28th May 2024 and 2 pop ups from your business at the event
9	A branded table at the Annual Conference with business logo on a flag, pens, brand tablecloth colours, business cards, at the conference near the front of the room
10	Professional photograph from Business Breakfast in May and the Annual Conference of your team to use in your own marketing
11	Promotion of one Trade offer to provide a deal to Scottish Agritourism members

Silver Trade Partner - £3000 plus VAT

1	Annual Trade Membership of Scottish Agritourism for 12 months including profiles for up to 6 individual team members on the Scottish Agritourism Business Hub
2	Prominently identified as a **Silver Trade Partner** and (fourth largest) key logo placement on **ALL** key/relevant online and printed materials for Scottish Agritourism for the year of 2024/25 including ✓ on the screen on the stage between sessions at the annual Conference 2024/25 ✓ on screen at the Scottish Agritourism Month Trade Partners and Leaders Business Breakfast and any additional events where there is a screen including online events ✓ on the public facing Scottish Agritourism website "wall of supporters" (being developed) www.scottishagritourism.co.uk ✓ on Scottish Agritourism Trade Partners pop ups used at the conference and all in person events throughout the year The logo size is positioned smaller than the Patron Trade Members, Platinum Trade Member and Gold Trade Members but larger than other types of Trade membership
3	Announced as a Silver Trade Partner for 24/25 at a Trade Partners & Leaders Business Breakfast on Tuesday 28th May 2024 and also announced as a key Annual Conference sponsor when tickets go live that day
4	At the Annual Conference acknowledged by one of our team from the stage and thanked
5	Once per year profiled by Scottish Agritourism with a blog on the Scottish Agritourism website which can also be used on your own business website, the blog link and 50-word intro shared on Scottish Agritourism e-news and on social media from Scottish Agritourism channels (Linked In, Facebook and Twitter)
6	2 delegate packages at the Annual Conference including refreshments, lunch and dinner. Seated at the top tables at the industry dinner and thanked from the stage for support
7	2 delegate packages at the Trade Partners Business Breakfast on Tuesday 28th May 2024 and 1 pop up from your business at the event
8	A branded table at the Annual Conference with business logo on a flag, pens, brand tablecloth colours, business cards, at the conference
9	Professional photograph from Business Breakfast in May and the Annual Conference of your team to use in your own marketing
10	One trade offer to provide a deal to Scottish Agritourism members

Bronze Trade Partner - £1500 plus VAT

1	Half price Scottish Agritourism Trade Membership for the year
2	Prominently identified as a **Bronze Trade Partner** and key logo placement on **ALL** key/relevant online and printed materials for Scottish Agritourism for the year of 2024/25 including ✓ on the screen on the stage between sessions at the annual Conference 2024/25 ✓ on screen at the Scottish Agritourism Month Trade Partners and Leaders Business Breakfast and any additional events where there is a screen including online events ✓ on the public facing Scottish Agritourism website "wall of supporters" (being developed) www.scottishagritourism.co.uk The logo size is positioned smaller than the other Trade supporter types
3	Announced as a Bronze Trade Partner for 24/25 at a Trade Partners & Leaders Business Breakfast at the end of Tuesday 28th May 2024
4	Once per year profiled by Scottish Agritourism with a blog on the Scottish Agritourism website which can also be used on your own business website, the blog link and 50-word intro shared on Scottish Agritourism e-news and on social media from Scottish Agritourism channels (Linked In, Facebook and Twitter)
5	Discounted members tickets for the Annual Conference
6	1 delegate packages at the Annual Conference including refreshments, lunch and dinner. Seated at the top tables at the industry dinner and thanked from the stage for support
7	1 delegate at the Trade Partners Business Breakfast on Tuesday 28th May 2024 at Loch Leven's Larder and 1 pop up from your business at the event
8	Professional photograph from Business Breakfast in May and the Annual Conference of your team to use in your own marketing
9	One trade offer to provide a deal to Scottish Agritourism members

Scottish Agritourism Trade Member £250 to £1000 plus VAT

1	Marketing of Your Business to our Members ✓ Be listed as a supplier to the agritourism sector and have a profile in the B2B website ✓ Rank higher in search results for suppliers than non-members in the supplier area of the B2B website ✓ Up to 4 members of your business with individual profiles in the B2B hub ✓ Be featured supplier of the week/new supplier in our trade e-news (150 words, once per year) ✓ Annual mention as a Trade Member in agritourism membership WhatsApp Groups
2	Business Growth Support ✓ Access to the Member's only business hub ✓ Dedicated business dashboard ✓ Signposted to attend Agritourism Monitor Farms Programme meetings

3	Networking ✓ Become part of the agritourism network ✓ Discounted members' tickets for annual conference ✓ Attend online members meeting every month and any regional events ✓ Introduce yourself and your business at regional members' events
4	Lobbying and Representation ✓ A direct route to government ✓ Invitation to Scottish Agritourism Month political events ✓ Campaigning for sector recognition and investment ✓ Governance hub keeping you informed about Scottish Agritourism ✓ Keeping you informed with a weekly e-news

Dinner Sponsor at the Annual Conference, 18th & 19th November - £3000 plus VAT

1	Half price Scottish Agritourism Trade Membership
2	Provided with sole sponsor recognition. The dinner for the 2024 Conference will be held in Perth Concert Hall on Monday 18th November 2024
3	Prominently identified as the Dinner Sponsor in all key/relevant online and printed materials prior to and during the event
3	Opportunity to introduce the business or organisation at the dinner
4	Logo on the menu
5	1 x full delegate package including refreshments, lunch and dinner
6	1 x ticket to the Trade and Leaders Business Breakfast on Tuesday 28th May 2024 at Loch Leven's Larder
7	2 x Pop up banners at the dinner

Trade and Leaders Business Breakfast Sponsor for Scottish Agritourism Month - £3000 plus VAT

1	Half price Scottish Agritourism Trade Membership
2	Provided with sole sponsor recognition. The business breakfast will be held on Tuesday 28th May 2024 from 0730 to 1000 at Loch Leven's Larder
3	Prominently identified as the Business Breakfast Sponsor in all key/relevant online and printed materials prior to and during the event – promoted throughout the month of May
3	Opportunity to introduce the Trade and Leadership Business Breakfast at the event
4	Opportunity to be the guest speaker at the Scottish Agritourism members online meeting in May
4	Logo on the menu
5	4 tickets to the Business Breakfast
6	2 x Pop up banners on display in the room

Conference Dinner Drinks Reception & Table Wine Sponsor 18th November 2024 - £2000 plus VAT

1	Half price Scottish Agritourism Trade Membership

2	Provided with sole sponsor recognition. The drinks reception for the 2024 Conference will be held in Perth Concert Hall on Monday 18th November 2024
3	Prominently identified as the Dinner Drinks Sponsor and Wine Sponsor in all key/relevant online and printed materials prior to and during the event
3	Opportunity to introduce the pre-dinner drinks reception
4	Logo on the menu
5	1 x full delegate packages including refreshments, lunch and dinner
6	2 x Pop up banners at the pre-dinner Drinks Reception

Lunch Sponsor at Annual Conference, 18th & 19th November 2024 - £2000 plus VAT

1	Half price Scottish Agritourism Trade Membership
2	Prominently identified as a Lunch Sponsor in all key/relevant online and printed materials prior to and during the event (4 breaks)
3	Introduced as the lunch break sponsor from the main stage
4	Pop up banner at tea/coffee stations
5	1 x full delegate package including refreshments and lunch (exc dinner)
6	1 x ticket to Trade Partners and Leaders Business Breakfast on Tuesday 28th May 2024 at Loch Leven's Larder

Refreshment Breaks Sponsor at Annual Conference, 18th & 19th November 2024 - £1500 plus VAT

1	Prominently identified as a Refreshment Break Sponsor in all key/relevant online and printed materials prior to and during the event (4 breaks)
2	Introduced as the refreshment break sponsor from the main stage
3	Pop up banner at tea/coffee stations
4	1 x full delegate package including refreshments and lunch (exc dinner)
4	1 x ticket to Trade Partners and Leaders Business Breakfast on Tuesday 28th May 2024 at Loch Leven's Larder

Exhibition Table and Space at the Annual Conference - £500

1	A dedicated exhibition area with one 5' oblong table
2	Up to 2 people manning the stand who are not taking part in the main conference (can be different staff on different days)
2	1 full delegate tickets including refreshments and lunch (exc dinner)
3	Additional exhibitors can attend the Conference for a charge of £75 + VAT

Consumer Facing Go Rural Patron Partner - £7500 plus VAT

1	Annual Trade Membership of Scottish Agritourism for 12 months including profiles for up to 20 individual team members on the Scottish Agritourism Business Hub
2	Prominently identified as a **Go Rural Patron** and (largest) key logo placement on **ALL** key/relevant online and printed materials for Go Rural for the year of 2024/25 including ✓ The Go Rural consumer facing Map – launching May 2024, minimum 50,000 copies being printed and distributed throughout Scotland ✓ Working with you to personalise your organisation's profile on the map e.g. transport links, key sites ✓ Your logo on the map and image/s ✓ Running one joint focused consumer campaign in one month of the year ✓ Banner along the bottom of the Go Rural consumer facing e-news for 12 months with your logo ✓ Banner along the bottom of the Go Rural website with your logo www.goruralscotland.com for 12 months ✓ Supporter of 30 agritourism businesses of your choice, new to Go Rural and Scottish Agritourism to cover the marketing element of their membership for 12 months, building relationships with businesses in your area – the ability to meet these businesses as a group online and have your support to their business development acknowledged ✓ on the screen on the stage between sessions at the annual Conference 2024/25 ✓ on screen at the Scottish Agritourism Month Trade Partners and Leaders Business Breakfast and any additional events where there is a screen including online events ✓ on the public facing Scottish Agritourism website "wall of supporters" (being developed) www.scottishagritourism.co.uk
4	Announced as a Go Rural Partner for 2024/25 at a Trade Partners & Leaders Business Breakfast on Tuesday 28th May 2024 at Loch Leven's Larder
5	Twice in the year profiled by Go Rural with a blog on the Go Rural website which can also be used on your own business website, the blog link and 50-word intro shared on Go Rural e-news and on social media from Go Rural channels (Facebook, Instagram, Tik Tok and Twitter)
6	Twice per year profiled by Scottish Agritourism with a blog on the Scottish Agritourism website which can also be used on your own business website, the blog link and 50-word intro shared on Scottish Agritourism e-news and on social media from Scottish Agritourism channels (Linked In, Facebook and Twitter)
7	Briefing for your board, management and/or key staff via zoom or in person on agritourism in Scotland from Sector Lead or Scottish Agritourism Chair joined by two Destination Leaders
8	5 delegate packages at the Annual Conference including refreshments, lunch and dinner. Seated at the top tables at the industry dinner and thanked from the stage for support
9	5 delegates at the Trade Partners Business Breakfast on Tuesday 28th May 2024 at Loch Leven's Larder and 2 pop ups from your business at the event
10	A branded table in the main hall at the Annual Conference with business logo on a flag, pens, brand tablecloth colours, business cards, at the conference near the front
11	Professional photograph from Business Breakfast in May and the Annual Conference of your team to use in your own marketing

Consumer Facing Go Rural Platinum Partner - £6000 plus VAT

1	Annual Trade Membership of Scottish Agritourism for 12 months including profiles for up to 12 individual team members on the Scottish Agritourism Business Hub
2	Prominently identified as a **Go Rural Platinum Partner** and (largest) key logo placement on **ALL** key/relevant online and printed materials for Go Rural for the year of 2024/25 including ✓ The Go Rural consumer facing Map – launching May 2024, minimum 50,000 copies being printed and distributed throughout Scotland ✓ Your logo on the map and image/s on the flip side of the map ✓ Banner along the bottom of the Go Rural consumer facing e-news for 6 months with your logo ✓ Running one joint focused consumer campaign in one month of the year ✓ Banner along the bottom of the Go Rural website with your logo www.goruralscotland.com for 6 months ✓ Supporter of 20 agritourism businesses of your choice, new to Go Rural and Scottish Agritourism to cover the marketing element of their membership for 12 months, building relationships with businesses in your area – the ability to meet these businesses as a group online and have your support to their business development acknowledged ✓ on the screen on the stage between sessions at the annual Conference 2024/25 ✓ rotating on the TV screens in Perth Concert Hall during the annual Conference ✓ on screen at the Scottish Agritourism Month Trade Partners and Leaders Business Breakfast and any additional events where there is a screen including online events ✓ on the public facing Scottish Agritourism website "wall of supporters" (being developed) www.scottishagritourism.co.uk
4	Announced as a Go Rural Platinum Partner for 2024/25 at Scottish Agritourism Trade Partners & Leaders Business Breakfast on Tuesday 28th May 2024 at Loch Leven's Larder
5	Once in the year profiled by Go Rural with a blog on the Go Rural website which can also be used on your own business website, the blog link and 50-word intro shared on Go Rural e-news and on social media from Go Rural channels (Facebook, Instagram, Tik Tok and Twitter)
6	Once in the year profiled by Scottish Agritourism with a blog on the Scottish Agritourism website which can also be used on your own business website, the blog link and 50-word intro shared on Scottish Agritourism e-news and on social media from Scottish Agritourism channels (Linked In, Facebook and Twitter)
7	Briefing for your board, management and/or key staff via zoom or in person on agritourism in Scotland from Sector Lead or Scottish Agritourism Chair joined by two Destination Leaders
8	4 delegate packages at the Annual Conference including refreshments, lunch and dinner. Seated at the top tables at the industry dinner and thanked from the stage for support
9	4 delegates at the Trade Partners Business Breakfast on Tuesday 28th May 2024 at Loch Leven's Larder and 2 pop ups from your business at the event
10	A branded table in the main hall at the Annual Conference with business logo on a flag, pens, brand tablecloth colours, business cards, at the conference near the front of the room
11	Professional photograph from Business Breakfast in May and the Annual Conference of your team to use in your own marketing

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