



# EGF 2025

Reading UK  
15–17 September

## Multi-Species Swards

Sponsorship and Partnering Opportunities



# About EGF 2025



The symposium and post-symposium tour will provide a venue for presentation and discussion of recent results from research on multi-species swards, as well as an opportunity to learn from farmers and advisors with experience of establishing and managing multi-species ‘herbal leys’.

The symposium is expected to attract over 200 delegates and will take place between Monday 15<sup>th</sup> and Wednesday 17<sup>th</sup> September 2025. Following the Symposium a Post Symposium Tour of 50 delegates will take place between Wednesday 17<sup>th</sup> September and Friday 19<sup>th</sup> September. The tour starting at the University of Reading will visit sites relating to multi-species swards research and demonstration, and heritage locations across Oxfordshire, Gloucestershire and Wiltshire including:

- **Wednesday 17<sup>th</sup> (afternoon):** University of Reading (Workshop)
- **Wednesday 17<sup>th</sup> (evening):** Oxford (Overnight hotel location/free time)
- **Thursday 18<sup>th</sup> (morning):** FarmEd (multi-species swards)
- **Thursday 18<sup>th</sup> (afternoon):** The Royal Agricultural University (Herbarium, Research and Trial Site)
- **Thursday 18<sup>th</sup> (evening):** Bath (Overnight hotel location/free time)
- **Friday 19<sup>th</sup> (morning):** Germinal Horizon Wiltshire (Research and trial site)
- **Friday 19<sup>th</sup> (afternoon):** Stonehenge – Cultural visit - The people who built Stonehenge were farmers, herders and pastoralists.

A broad range of themes will be covered including aspects of drought and flooding resilience, soil fertility and structure, forage nutritive value, animal health benefits, grazing and sward management and monitoring, and the use of multi-species swards in arable rotations, amongst others. We will be looking for a wide variety of papers and posters to ensure that there is something for everyone. The introduction will focus on, and a common thread running through each theme will be, the consideration of the successful translation of research to farm level and farmer uptake. It is critically important that research remains relevant and addresses the key information needs of the farmer.

# Sponsoring the symposium/tour

Position your organisation as an authority in your field. Become a sponsor of EGF 2025 - **Multi-Species Swards**

Symposium sponsorship is a great way to network and grow your business and reach a quality audience to further raise your profile.

As a sponsor of the symposium/tour you will have access to those working in, and with, the UK and European grassland sector.

BGS Corporate Members will receive a 10% discount on advertised rates.

There is the opportunity to:

- Speak directly to those working in academia, agriculture and industry
- Relate to and engage with an interested audience
- Network with potential research partners, business partners and customer/clients from across the UK and Europe



# Sponsorship opportunities EGF 2025



## Symposium

Platinum and Gold  
(Monday 15<sup>th</sup> –  
Wednesday 17<sup>th</sup>  
September)

## Reception (social event)

(Monday 15<sup>th</sup>  
September)

## Dinner (social event)

(Tuesday 16<sup>th</sup>  
September)

## Post Symposium Tour

(Wednesday 17<sup>th</sup> –  
Friday 19<sup>th</sup> September)

## Workshop

(Wednesday 17<sup>th</sup>  
September)

## Bespoke

If you have ideas of your own please  
let us know. We would be happy to  
consider bespoke packages

Benefit	Platinum	Gold	Dinner	Drinks	Workshop	Post Symposium tour
	£6,000	£4,000	£2,000	£1,000	£1,500	£3,500
Corporate video reel displayed during session intervals (subject to slot availability)	✓	✗	✗	✗	✗	✗
Company name and logo included in the Symposium Programme	✓	✓	✓	✓	✓	✓
Acknowledgement (with logo) in BGS Grass and Forage Manager magazine (circulated to 3800 people) x 1 1/4 Summer 2025	✓	✗	✗	✗	✗	✗
Company name in the Symposium Proceedings	✓	✓	✓	✓	✓	✓
Brand logo on Symposium delegate bag	✓	✗	✗	✗	✗	✗
Brand logo included on the EGF 2025 Symposium Website	✓	✓	✓	✓	✓	✓
Exhibition space at the Symposium (Table top with pop-up banner)	✓	✓	✗	✗	✗	✗
Opportunity to include an insert (max A4) in the delegate pack	✓	✓	✗	✗	✗	✗
Opportunity to include an item (subject to approval) in the delegate pack	✓	✗	✗	✗	✗	✗
Brand profile raised through BGS social media posts	✓	✓	✗	✗	✗	✗
Brand recognised in symposium communications within the BGS Newsletters & Grass and Forage Manager	✓	✓	✗	✗	✓	✓
Full Symposium pass x 2 Includes day sessions, Dinner and Drinks Reception (Does not include accommodation)	✓	✗	✗	✗	✗	✗
Full Symposium pass x 1 Includes day sessions, Dinner and Drinks Reception (Does not include accommodation)	✗	✓	✓	✓	✓	✗
Post symposium tour pass x2 (includes accommodation)	✓	✗	✗	✗	✗	✓
Company logo acknowledged within the Symposium Dinner menu cards	✓	✗	✗	✗	✗	✗
Brand recognised as sponsor of the Symposium Dinner	✗	✗	✓	✗	✗	✗
Opportunity to display x1 pop-up banner at the Symposium Dinner	✗	✗	✓	✗	✗	✗
Company logo recognised as a main sponsor on the front of menu cards	✗	✗	✓	✗	✗	✗
Brand recognised as sponsor of the Symposium Drinks Reception	✗	✗	✗	✓	✗	✗
Opportunity to display x 1 pop-up banner at the Symposium Drinks Reception	✗	✗	✗	✓	✗	✗
Brand recognised as a sponsor of the Post Symposium Workshop	✗	✗	✗	✗	✓	✗
Opportunity to display x2 pop-up banners at the Post Symposium Workshop	✗	✗	✗	✗	✓	✗
Stand space 3m x 3m located at RAU during post symposium tour PM 18th September 2025	✓	✗	✗	✗	✗	✓
Company logo printed on Post Symposium Tour delegate bag	✓	✗	✗	✗	✗	✓
Advert in post symposium tour programme 1 page (A5)	✓	✗	✗	✗	✗	✓





## Sponsorship application form

For further information, please contact the  
BGS Office:

Tel - 01785 450284

Email - [bgsoffice@britishgrassland.com](mailto:bgsoffice@britishgrassland.com)



<https://forms.office.com/e/rcTUYeU3ep>