BRAND PARTICIPATION INVITATION

The Golden Ticket
Prize Grab

An invitation to become a participating brand



Two Winners, Two Days, *One Story Worth Telling*

The Golden Ticket Prize Grab is the headline visitor moment at HOOKED! National 2027. Visitors buy a Golden Ticket from the main foyer, scratch the panel, and a winning ticket reveals a stand number. That winner walks directly to the participating brand's stand to collect their prize. Two winners per brand across the weekend, one each day, with a guaranteed moment to capture, share and own. Your product also sits on display in the Golden Ticket Prize Showcase all weekend, in front of every visitor at the show.

250	50	1 in 5
Golden Tickets per day	Prizes per day	Odds of winning

WHY THIS WORKS FOR BRANDS

- **A guaranteed content moment, twice.**
  One real angler, on your stand, holding your prize. That is the perfect photo and video opportunity, and you get one each day. Two pieces of authentic, on-stand branded content from a single weekend.
- **Reach far beyond the show floor.**
  Winners share their moment on Instagram, TikTok and Facebook, tagging your brand. Resharable by you, by HOOKED! National.
- **Face to face, not foot traffic.**
  Each winner is one qualified angler having a real conversation with your team. Not a passing browse, not a hurried hello. A proper introduction with built in goodwill, because you have just made their weekend.
- **Product on show all weekend.**
  Your prize is on display in the Golden Ticket Prize Showcase, positioned at the busiest point in the main hall. Every visitor walks past it. Returned to you at the end of the show.
- **Public credit, before, during and after the show.**
  Your brand is named as a Golden Ticket donor on the public web page, in the show guide, on signage at the prize draw point and across show comms in the build up to the event.

The Detail
in Black and Gold

WHAT YOU GIVE

- **Two prizes**
  One prize for Saturday, one for Sunday. Identical or similar items are fine.
- **One display sample**
  A third item matching your prize, on display in the Prize Showcase all weekend. Returned at end of show.
- **Minimum £75 RRP per prize**
  Each prize should be worth at least £75 at retail. There is no upper limit.
- **£50 participation fee**
  A one off fee covering ticket printing, prize draw operations and brand promotion.
- **Stand presence on both days**
  Your stand needs to be staffed and ready to hand out prizes during show hours.

WHAT YOU GET

- **Two content moments**
  Two winners across the weekend, one each day. Each one a ready made photo and video opportunity on your stand.
- **Prize Showcase visibility**
  Your product on display in the busiest spot at the show, seen by every visitor walking the main hall.
- **Social reach beyond the show**
  Winners share their moment on social. Resharable by you and amplified through HOOKED! channels.
- **Public web page listing**
  Your brand, logo and prize featured on the Golden Ticket page on the show website.
- **Show guide credit**
  Named as a participating brand in the 64 page printed show guide.
- **On site signage**
  Brand presence at the Golden Ticket sales desk, the prize draw banner and across show comms.
- **Pre show announcement**
  Featured in pre event mailers, social posts and Hunter Media press outreach.

YOUR COMMITMENT

2 prizes + 1 display sample
Minimum £75 RRP per prize

PARTICIPATION FEE

£50

Become a Golden *Ticket Brand*

01

Add it to your stand application

The Golden Ticket Prize Grab is available as an add on in the exhibitor application form at hookednationalfishingfestival.co.uk/apply-for-a-stand. Existing exhibitors can update their order to include it. Limited to 50 brands, allocated on a first come first served basis.

02

Confirm your prizes

Once your slot is reserved we will be in touch to confirm your two prizes and your display sample. Pay the £50 fee on your invoice to secure your place.

03

Send your assets and prizes

We will request your brand logo and a photo of your prize for the public website. Drop off your display sample at the Prize Showcase stand on set up day. Prizes stay on your stand ready for winners.

READY TO JOIN?

Add it to your Stand Application

hookednationalfishingfestival.co.uk/apply-for-a-stand

QUESTIONS?

Email exhibitors@hookednationalfishingshow.co.uk
Or call the team on +44 (0) 20 359 74021.

KEY TERMS

Slots are allocated on a first come first served basis, with a maximum of 50 brands per show. Prize values are based on RRP at the time of donation. Participating brands must be staffed and open during show hours on both days. Full terms and conditions form part of your Exhibitor Application and are available on request.