



RABY CASTLE
2 JUNE 2026



2026 PARTNERSHIP OPPORTUNITIES

A unique high-impact gathering

Future Countryside is an exclusive, high-level forum bringing together a hand-picked audience of thought leaders, experts and practitioners who are shaping the future of rural Britain. Future Countryside has rapidly established itself as a key forum for opinion leaders on rural issues and this carefully curated event ensures meaningful discussions, unparalleled networking opportunities and direct engagement with key decision-makers and influencers.

Created in 2023 by Julian Glover and Nick Herbert, with support from leading rural policy experts, Future Countryside fosters collaboration among those committed to a thriving and sustainable countryside. Through shared dialogue and actionable insights, it builds a bold and modern vision for the future of rural communities and landscapes.

Future Countryside 2026 will come at a moment of both peril and potential for rural Britain: balancing its potential to be a dynamic, inclusive space at the heart of national life with the challenges it faces. Rather than looking back, the event will spotlight future opportunities and innovations. It will explore the countryside's vital role in driving the economy, strengthening communities, enriching culture and safeguarding the environment. By bringing together farmers, environmental leaders, entrepreneurs and policymakers, the conference will champion collaboration and highlight how the countryside is central to tackling global challenges such as climate change, food security and fair, sustainable growth.



WHY FUTURE COUNTRYSIDE MATTERS

Since its inception Future Countryside has:

- Established itself as the premier platform for policy discussions on rural Britain.
- Hosted 200+ senior leaders, influencers and policymakers annually.
- Secured commitments from key figures in government, business and conservation.
- Amplified its impact through extensive media reach, engaging over 6 million people since 2023
- Inspired 83 organisations and individuals to sign the Future Countryside declaration, driving tangible change.

An exclusive audience of decision-makers

Attendees include government ministers, business leaders, landowners, conservationists, rural entrepreneurs and influential advocates. Past speakers have included Michael Gove, Rory Stewart, Tristram Hunt and Defra Secretaries of State, alongside leaders from organisations such as the National Trust, RSPB, CLA and Marks and Spencer.

"Each contribution was outstanding and yet the whole was more than the sum of its parts"

René Olivieri, Chairman, National Trust

"The challenge the countryside faces is that it doesn't have a single voice, or at the very least it doesn't have a choir. Future countryside is all about positivity, it's all about bringing diverse voices together."

Michael Gove, The Spectator

The day will include keynote speakers, dynamic round table discussions and a series of provocative short speeches addressing key challenges of the countryside to stimulate debate amongst the delegates. This event will also be live-streamed to enable the wider rural community to be part of the conversation.



YOUR OPPORTUNITY TO ENGAGE AND INFLUENCE

Sponsoring Future Countryside 2026 offers exclusive access to this highly influential audience, brand alignment with progressive rural leadership, and the ability to shape conversations that will define the future of rural Britain.

Key benefits of sponsoring:

Brand positioning with integrity demonstrating support for rural communities.

Brand association in extensive media coverage linked with high-profile speakers and pressing issues. Previous events have received coverage from the BBC, ITV, The Telegraph, The Times, and social media.

Amplified reach connecting with the wider rural community and conference partners.

Positive brand associations within the rural sector.

Direct engagement with key stakeholders, policymakers, industry leaders and rural advocates, building relationships and influence.

Join us in shaping the future

Future Countryside is more than an event - it is a movement to ensure the countryside has a strong voice in national and political conversations. By partnering with us, you gain unparalleled access, influence and visibility at one of the most significant rural policy gatherings of the year.



SPONSORSHIP PACKAGES

We offer a limited number of sponsorship opportunities for businesses and organisations that share our vision. Sponsors receive guaranteed attendance at this invitation-only event and a bespoke platform to engage with key stakeholders.

Headline Partner

The highest level of brand visibility and strategic influence.

- ◆ Recognition as a Headline Partner in all event materials and communications.
- ◆ Four delegate passes, with the opportunity to act as table facilitators for discussions.
- ◆ Premium branding across all event visuals, website, and pre-event promotions.
- ◆ Opportunity for a pre and post-event blog and press release.
- ◆ Feature on the Future Countryside website with a dedicated company profile.
- ◆ Opportunity to address the audience on the day.
- ◆ Showcase your business in the designated exhibitor zone.
- ◆ Exclusive sponsor-only breakfast with our guest speakers, co-founders, and influential steering group members. An opportunity to connect, collaborate, and gain insider perspectives.

Digital Brand Ambassador

The event will be live-streamed to make the content accessible and engaging to a wider audience. As our Digital Brand Ambassador, you will be recognised as the key enabler of this initiative, aligning your brand with innovation and inclusivity in rural policy discussions.

- ◆ Recognition as a Digital Brand Ambassador in all digital event communications and marketing.
- ◆ Two delegate passes to attend the event.
- ◆ Premium logo placement across digital event materials and live-stream content.
- ◆ Feature on the Future Countryside website with a dedicated company profile.
- ◆ Showcase your business in the designated exhibitor zone.
- ◆ Exclusive sponsor-only breakfast with our guest speakers, co-founders, and influential steering group members. An opportunity to connect, collaborate, and gain insider perspectives.

Supporting Partner

Enhanced visibility and networking opportunities.

- ◆ Recognition as a Supporting Partner in all event materials and communications.
- ◆ Two delegate passes to attend the event.
- ◆ Logo and profile on the Future Countryside website.
- ◆ Opportunity for a pre-event blog.
- ◆ Showcase your business in the designated exhibitor zone.
- ◆ Exclusive sponsor-only breakfast with our guest speakers, co-founders, and influential steering group members. An opportunity to connect, collaborate, and gain insider perspectives.

Exhibitor

Core sponsorship package offering brand visibility and access.

- ◆ Recognition as an Exhibitor in all materials and communications.
- ◆ Two delegate passes to attend the event.
- ◆ Logo and profile on the Future Countryside website.
- ◆ Showcase your business in the designated exhibitor zone, you will have space for a branded pop-up banner and marketing materials.

**For further details contact Georgina Harrison at
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