

# RHS Garden activities: sponsorship opportunities



Our four magnificent RHS Gardens run events throughout the year, celebrating each season. Gardening events, craft and food fairs, family activities and arts events are held regularly and are proving popular with members and first time visitors.

Each Garden is well-loved in its local community and the events are planned with a regional focus. Each event offers excellent opportunities for sponsorship that will boost your brand's perception and awareness as well as engagement with a passionate gardening audience.

RHS Gardens attract 1.7 million annual visitors.

Our RHS Gardens

RHS Garden Wisley, Surrey

RHS Garden Hyde Hall, Essex

RHS Garden Harlow Carr, Yorkshire

RHS Garden Rosemoor, Devon

## Example RHS Garden activities

All sponsorship packages vary to meet business needs, objectives and budgets and can be tailored around specific requirements. A few examples of events next year:

### RHS Hyde Hall Flower Show 4 – 7 August 2016

Featuring specialist nurseries, expert advice and demonstrations as well as the chance to explore the garden in full bloom.

### RHS Wisley Butterflies in the Glasshouse January – March 2016

The perfect day out for all ages with over 150,000 attendees each year.

### Family Activities at the RHS Gardens School Holidays

All Gardens host an assortment of exciting family activities during school holidays.

## Sponsorship benefits

Benefit from brand alignment with the RHS – a relationship based on excellence and trust.

Interact with our engaged audience before, during and after the activity in the Gardens.

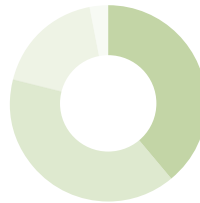
Gain exclusive early morning access to the Gardens or evening events - the perfect opportunity to entertain guests.

Reach wider RHS audiences through media packages including [rhs.org.uk](http://rhs.org.uk) (7m views per month) and *The Garden* magazine (385,655 monthly circulation).

RHS Wisley Butterflies in the Glasshouse

- 54 print, broadcast and online articles
- £280k Advertising Value Equivalent (AVE)
- 12m+ total audience reach for print and broadcast articles

Wisley Flower Show Region of residence



- 39% London
- 40% Rest of South East
- 18% Rest of UK
- 3% Overseas

Start a long-lasting and rewarding association for your company by sponsoring the RHS Garden Activities.

Call us on **020 7821 3086**

or email us at [sponsorship@rhs.org.uk](mailto:sponsorship@rhs.org.uk)

[rhs.org.uk/corporatepartnerships](http://rhs.org.uk/corporatepartnerships)