

RHS Hampton Court Palace Flower Show: the UK's largest annual Flower Show



RHS Hampton Court Palace Flower Show, framed by the majesty of the 500 year old Palace, is the highlight of the horticultural and social calendar in the South East. Its unique setting amidst the Royal deer park makes it an unforgettable day out for enthusiasts and amateurs alike.

It is an immersive and fun garden festival, synonymous with horticultural excellence. The three distinct zones – Grow, Inspire and Feast – come together to create a Show that is guaranteed to excite all the senses.

It was named 'International Garden Event of the Year' at the prestigious 2015 Garden Tourism Awards.

Your investment in the Show will align your brand with an event that is cherished by an engaged audience in one of the most affluent areas of the country. It will also support our charitable purpose as the UK's largest gardening charity.



INTERNATIONAL
Garden Event of the Year

154,000

visitors each year

74% female; 26% male

Average age 57 years

35% 54 & under;
64% 55 & over

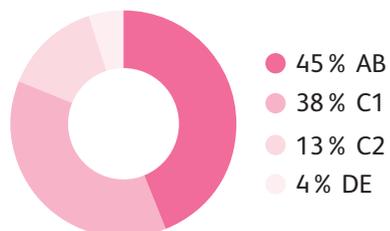
33% RHS members

Average spend
at the Show

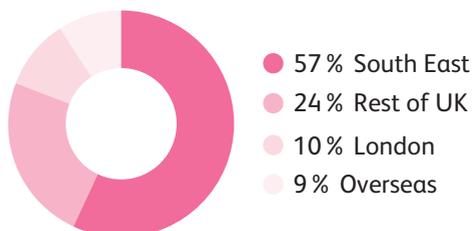
£94 (not including refreshments or post-Show orders)

Dwell time 4-5 hours

Socio-economic profile



Region of residence



Enjoy a powerful sales and marketing platform leveraged by extensive media coverage. The Show often attracts Royal visitors and celebrities boosting the status of the event in the press.

TV and radio coverage **41m** people

BBC TV audience

5.5m

(x3 dedicated BBC2 programmes)

30 hours of coverage across
28 BBC English regional radio
and TV stations

Printed press **29 million** people

RHS online **2 million** page
views before, during and after
show week

“The media coverage from the RHS Hampton Court Palace Flower Show in general and our gardens more specifically has been fantastically widespread, from articles in the national papers to an array of gardening blogs and websites, regional publications and BBC TV and radio”

Claire Holman, Astellas Pharma Ltd.

Sponsorship benefits

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

Interact with our engaged gardening and outdoors audience before, during and after the Show.

- 72% of visitors bought or ordered goods at the 2014 Show
- 29% intention to spend after the Show as a result of the visit

The Show offers opportunities for unique guest engagement through exclusive hospitality and ticket packages.

Reach wider RHS audiences through media packages including the Show catalogue (60,000 copies sold), rhs.org.uk (7m views per month) and *The Garden* magazine (385,655 monthly circulation).

All sponsorship packages are tailored to meet individual business needs, objectives and budgets.

“We feel very lucky to work so closely and harmoniously with the RHS. Hampton Court remains a favourite. It’s a magnificent floral extravaganza that captivates millions of viewers.”

Simon Shaw, BBC Executive

Various levels of sponsorship are available

Sponsorship Opportunity	Prices (subject to benefits package)
Headline Level	£250,000
Zone Level: Inspire, Feast & Grow	£75,000 – 100,000
Pillar Level: Floral Marquee, Talks Theatre, Cookery Demonstration Theatre, School Scarecrow Competition, Festival of Roses, Discover Plants Marquee, Children’s Trail and Family Activities, Plant Porter Service Individual Garden Sponsorship:	£20,000 – 50,000
Show Gardens	£60,000 – 150,000*
World Gardens	£60,000 – 150,000*
Summer Gardens	£10,000 – 45,000*

*Estimated costs, variation is dependant on designs and budgets agreed with contractors.



Amaze your clients and reward employees with an enchanting evening of live music that culminates with a spectacular fireworks finale.

“The RHS Hampton Court Palace Flower Show works on every level for Macmillan Cancer Support and we are delighted to be part of the show!”

Jonathan Frost, Senior Regional Marketing Programme Manager – Legacies

Capitalise on your marketing budget by partnering with us at RHS Hampton Court Palace Flower Show.

Call us on **020 7821 3086**
or email us at **sponsorship@rhs.org.uk**
rhs.org.uk/corporatepartnerships