



Royal
Horticultural
Society

Sharing the best in Gardening

RHS London Shows: celebrating the British seasons



The RHS London Shows are a fantastic opportunity for enthusiasts to gather new planting ideas and meet fellow green-fingered Londoners.

Held within the historic Horticultural Halls in Vincent Square, Victoria each show is fresh and vibrant, celebrating the very best in gardening. Audiences of all ages and abilities mingle in a bustling atmosphere. Sponsorship will connect your brand with this engaged and enthusiastic set of people.

London Shows Calendar

February

RHS London Plant & Design Show
RHS London Botanical Art Show

March, May, September, November

RHS Secret Garden Sundays

April

RHS Great London Plant Fair
RHS London Alpine Garden Show

May

RHS London Rose Show

October

RHS London Harvest Festival Show
RHS London Shades of Autumn Show

November

RHS Secret Garden Sunday

40,000 visitors to RHS London Shows annually

Core audience **35–65** years **85%** of visitors are **ABC1**
70% Female **30%** Male **AB 55%; C1 30%**
89% likely to recommend their experience **RHS Members = approx. 60%**

The RHS Spring Fair Late and the RHS London Harvest Festival Late shows attract a younger, audience (25–45 yrs) as well as our core demographic.

Secret Garden Sundays shows attract more families.

The London Shows regularly generate local, regional and national coverage via broadcast, print and online commenting on both horticultural and light hearted stories too.

Printed press coverage reached **15 million** people (worth £200k).

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 Show.

To maximise return on your sponsorship budget consider running sampling, PR and experiential events at the Shows. Along with interaction with

potential new clients the shows offer opportunities for unique customer, client and employee engagement through hospitality and ticket packages.

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

Prices for annual sponsorship start at £50,000. All packages are tailored to meet individual business needs, objectives and budgets.

Call us on **020 7821 3086**
or email us at sponsorship@rhs.org.uk
[rhs.org.uk/corporatepartnerships](https://www.rhs.org.uk/corporatepartnerships)