

RHS Flower Show Tatton Park: the North West's premier Flower Show



Held in the heart of Cheshire, RHS Flower Show Tatton Park is the highlight of the North West region's gardening calendar. With a reputation for innovative and cutting edge design the Show is a true celebration of summer, plants and outdoor living.

The boundaries of garden design are pushed to their limits within three themed zones; Feast, Inspire and Grow. The Show prides itself in nurturing young talent through the RHS Young Designer of the Year, RHS Floristry College of the Year competitions,

as well as features to encourage participation from schools and community groups.

Investment at this Show connects you with the people of the North West and has a positive and long lasting legacy in the region. The Show contributes to the sub-regional economy by up to £4.78 million p.a. This area of England is patriotic and proud of its local heritage and we are thrilled to be a large part of it.

80,000 visitors each year

75% female; 25% male

Average age 57 years

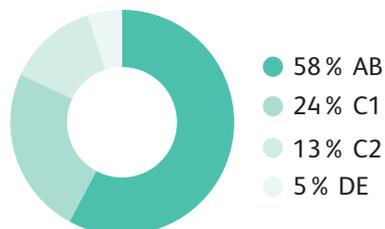
33% 54 & under;
67% 55 & over

Average spend at the Show

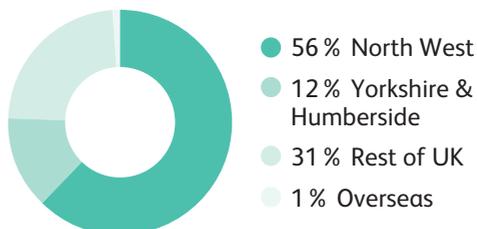
£95 (not including refreshments or post-Show orders)

Dwell time 6+ hours

Socio-economic profile



Region of residence



Sponsors and exhibitors enjoyed a powerful sales and marketing platform leveraged by extensive media coverage.

TV and radio coverage **11m** people

BBC TV coverage

1.21m

viewers on 1 hour dedicated programme

Good Morning Britain, ITV Granada, BBC Northwest, BBC radio Manchester

Printed press coverage reach of **14m** people

• *The Sunday Mirror, Sunday Express, The Sunday Times, The Sun, The Express*

1,850,000+ unique visits to the Show homepage on the RHS website in the days before, during and after show week

Heavily promoted on social media Twitter **81,000+** followers Facebook **96,000+** likes

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.

- 87% 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 customer, client and employee engagement through exclusive hospitality and ticket packages.

Reach wider RHS audiences through a media package 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.

“Sponsoring the Talks Theatre at the RHS Flower Show Tatton Park provided an excellent platform to launch our new partnership with the RHS.”

Jason Newton, Barratt Homes

Various levels of sponsorship are available

Sponsorship Opportunity	Prices (subject to benefits package)
Headline Sponsorship	£100,000
Zone Level – Inspire, Feast & Grow	£50,000
Feature: RHS Floral Marquee RHS National Young Designer Competition Ladies’ Day Talks Theatre Helter Skelter or Ferris Wheel Great British Allotments & School Gardens Themed Gardens (2015: Light)	£15,000 – 50,000
Individual Garden Sponsorship: Show Gardens Back to Back Gardens	£20,000 – 35,000* £10,000 – 15,000*

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



The North's Flower Show

RHS Flower Show Tatton Park champions local businesses and designers. It is a showcase for up and coming garden talent and your sponsorship, at whatever level, will boost future generations of horticulturists in the North West.

A large majority of our Show Gardens are designed for the traditional 'two up, two down' houses common to the North West. They prove that gardening is for everyone and that even modest spaces can be transformed into things of beauty.

"Creating Show Gardens for the RHS Flower Show Tatton Park was invaluable in launching my garden design practice and being offered a position with the National Trust. My sponsorship partners were also delighted with the wide press and TV coverage, not to mention the medals!"

Jonathan Price Landscapes (Garden Designer)

Capitalise on your marketing budget by partnering with us at RHS Flower Show Tatton Park.

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