

RHS Flower Show Tatton Park



Royal
Horticultural
Society

Sharing the best in Gardening

Garden Designer/Sponsor Info Pack

RHS Flower Show Tatton Park

19-23 July 2017

RHS Registered Charity No: 222879/SC038262



The Show

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

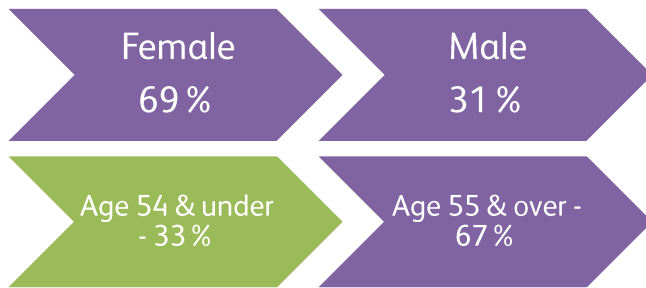
The RHS is the world's largest gardening charity, and one of the most respected brands. For over 200 years we've been a passionate force at the heart of horticulture, and today we inspire millions of people to get involved in – and improve at – gardening



Visitor Profile

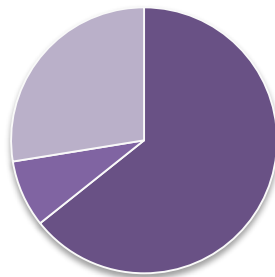
Over the last three years the show has attracted an average audience of 75,000 visitors providing sponsors and exhibitors with a powerful sales and marketing platform in one of the most affluent areas in the UK.

Gender & age



Region of residence

- North West 63%
- Yorkshire & Humberside 8%
- Rest of UK 27%



The show attracts a North West based audience not seen at other RHS events.

Event Dates 2017

**Tuesday 18 July -
Press & Judging Day**

**Wednesday 19 July-
RHS Members Day**

**Friday 21 July - Ladies
Day**

**Thurs 20 – Sun 23
July - Public Show
Days**

Design/Sponsor A Garden

Why

- **Engage** with a captive discerning gardening audience and potential new client base
- **Promote** your business
- **Entertain** clients and prospective customers
- **Network** with like minded professionals
- **Challenge** yourself and develop new skills in this unique environment

What

- Garden space free of charge
- Signboard – exhibitor name, sponsor, title etc
- Feature in Show Guide*
- Listing on the RHS Website
- Complimentary tickets for your guests*
(*Allocation depends on size & type of garden)

Other Options

- Discounted Show tickets
- Hospitality packages
- Discounted promotional marquee*



Garden Types

Show/Water*

The real hit of the Show.

- A full page in the Show Guide: feat the sponsor's logo plus an artist's impression of the garden
- An advert published in the Show Guide (Size varies on size of garden)

Back To Backs

6x4m Gardens with big ideas!

- A half page in the Show Guide: featuring the sponsor's logo.

Future Spaces*

A funded category that inspires conceptual and forward thinking designs

- A half page in the Show Guide: featuring the sponsor's logo.

Young Competitions

3 funded categories open to those aged 28yrs and under. Open to young designers, landscapers, and planting designers.

- A full page in the Show Guide: featuring the sponsor's logo plus an artist's impression of the garden

Hospitality

The Garden Lounge offers the ultimate hospitality experience, ensuring your clients and guests have a base from which to visit the show and somewhere they can pop back to refresh and revive anytime throughout the day.

Available throughout the week, the Garden Lounge offers the following all day package:

- Full day admission ticket (optional)
- Show Guide (1 per 2 guests)
- Morning coffee and biscuits upon arrival
- Three course luncheon with fine wines
- Traditional British afternoon tea
- Tea, coffee & soft drinks included
- Private cash bar for the exclusive use of Garden Lounge guests

For a hospitality package to suit your entertaining needs please contact the show team for further details.



The Experience

The RHS and the Tatton Park show in particular pride themselves in being a supportive platform for designers to showcase their businesses, build new skills, speak to potential customers and be part of the great team effort that goes into creating a flagship RHS Show.

“The Show was a magical experience; from initial submission feedback, through to the pre-show build up, judging, my GOLD award, show time, to receiving amazing national TV exposure for my garden.. just a wonderful worthwhile rewarding experience!”

Michael O'Reilly
Garden Designer
Gold Medallist 2016



“Our RHS experience was fantastic, the silver medal and the TV coverage really exceeded our expectations”

Andrew Arditti
Sponsor
Back to Back Garden 2015

“A wonderful opportunity to showcase your work, meet new people and instantaneously raise your profile online and in the media”

Sharon Hockenull
Garden Designer
Gold Medallist & Best in Category 2015



Reaching Your Market

There is no better way to engage with new and existing customers than at a live event.

Broadcast Media

Dedicated **BBC 2** programme broadcasting 2 hour of coverage reaching average audience of **1.21 million** people

TV highlights also can include coverage on Good Morning Britain, BBC North West and ITV 1 News Granada with overall coverage reaching 11 million people.

Over **20 hours** coverage broadcast across up to 40 BBC English Regions radio stations including BBC Radio Manchester, BBC Radio Stoke and BBC Radio Lancashire.



Print Media

Extensive coverage in national and regional press and consumer publications including The Sunday Mirror, Sunday Express (S Magazine), The Sunday Times, The Sun (Fabulous Magazine), The Express, The Telegraph, The Times, Manchester Evening News, Period Living Magazine & Cheshire Life Magazine.

Benefit from direct visitor promotion campaigns including advertising, press promotion, direct mail, leaflet drops and group marketing.

Regular features in **The Garden** magazine with a monthly circulation of over **405,305**

Online

The RHS Website receives around 100million page views

Dedicated RHS Tatton Show pages

Facebook likes: **121k**

Twitter followers: **91.4k**

Membership

The RHS has a membership of **465,514** with a high socio-economic profile.

Correct at time of print Sept 2016





Get In Touch With The Team

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