

RHS Flower Show Tatton Park

20th

Anniversary
Show



Royal
Horticultural
Society

Sharing the best in Gardening

Garden Designer/Sponsor Info Pack

RHS Flower Show Tatton Park

18-22 July 2018

RHS Registered Charity No: 222879/SC038262





The Show

RHS Tatton embraces the heart and soul of gardening offering a show full of life, colour and new ideas.

Cut your teeth at Tatton, kick start your business or simply share your message with our engaged and enthusiastic visitors.

2018 is our 20th anniversary so be part of our celebrations!

65,000+

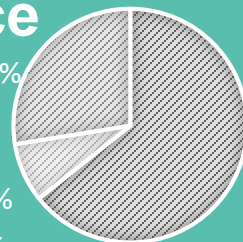
visitors

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.

Your Garden

Why

- **Engage** with a captive audience
- **Promote** your business/message/story
- **Entertain** clients & customers
- **Network** with like minded professionals
- **Challenge** yourself & your team!

What

- Garden space **free of charge**
- Promotional Garden Sign
- Feature in Show Guide & RHS Website
- Featured on RHS Website
- Tickets for your guests*

Plus

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

Garden Types

Show

The stars of an RHS Show. Showcase cutting edge design & beautiful planting.

Back To Backs

Big ideas for Small Spaces. Affordable and popular gardens that inspire visitors
Size: 6x4m

Future Spaces

What will our gardens of the future look like!

Young Designer

Kick start your career in this life changing competition!
Open to: 28 years & under





Hospitality

The Garden Lounge

This beautiful space overlooking gardens and the show is the perfect place to entertain clients

- Breakfast packages
- Full day hospitality
- Afternoon tea packages

After Hours

- This exclusive evening event offers the chance for your guest to enjoy the Show and your garden after hours.
- Drinks & Canapés served on your Garden



The Experience

Be part of something special and bring your ideas to life!

“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

“Creating a show garden at RHS Flower Show Tatton Park has to have been one of the highlights of my career to date!”

Jane Bingham
Garden Designer
Silver Gilt Medallist 2017



“The Young Designer Competition has helped me not only grow as a professional but as a person too. This is only the start of my career as a garden designer and I can't wait to do more show gardens.”

Anca Panait
Young Designer Competitor 2017
Silver Gilt Medallist 2017

Reaching Your Market

Broadcast Media

Dedicated **BBC 2** programme broadcasting 1-2 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.

Online

The RHS Website receives around **100million** page views

Dedicated RHS Tatton Show pages

Facebook likes: **197k**

Twitter followers: **137k**

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**

Membership

The RHS has a membership of over **468,000** with a high socio-economic profile.

Correct at time of print





Get In Touch With The Team

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