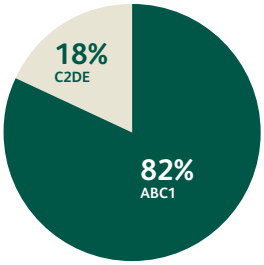
Why Partner with the RHS Flower Show Tatton Park?

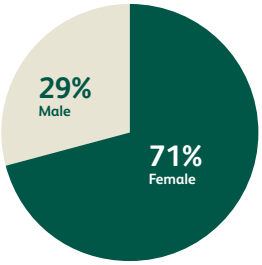
The RHS Flower Show Tatton Park is the largest annual event in the region and is a focal point in the calendar for the North West. Commercial support is essential to secure the long-term future benefit to the region.

The high profile quality audience – your potential clients

- Over 87,000 visitors attending the 5 day show



Socio-Economic Profile



Gender

Media Exposure – BBC our official broadcaster

- BBC Coverage – Around 1.6 million viewers watch television coverage
- Over 3 hours coverage
- Over 43,000 unique visits to the Tatton homepage during show week
- On average: over 23 hours of BBC local radio coverage
- The show attracts both regional and national media and visitors

Positive Brand Association with the RHS Recent partners include

Alpro Soya, Brewin Dolphin Securities, Casey Group of Companies, Cater Allen Private Bank, Cheshire Building Society, Citroen UK, Country Living Magazine, Envirolink Northwest, Fetzer Bonterra Vineyards, Fortnum & Mason, Harvey Nichols, John Lewis Partnership, Kenco, Laura Ashley, Laurent Perrier, Marshalls, Müller Dairy UK, Nacro, Northwest Regional Development Agency, NS&I, Quilted Velvet and Tropicana, amongst others.

RHS Campaign for School Gardening
Supported by Waitrose

Corporate Social Responsibility

- The RHS is the UK's leading gardening charity
- Your support for this show enables us to continue to work with schools and communities right across the UK
- We provide powerful cause related PR and marketing opportunities

What the RHS delivers to the region

- Gross economic impact from the RHS flower show: £18 million in 2010
- Over 2,787 groups and schools are involved in the Campaign for School Gardening in the North West
- 144 inspiring Partner Gardens across the UK, including highly regarded local gardens such as: Arley Hall, Rode Hall and Tatton Park offer free entry to RHS Members
- Throughout the UK, over 300 engaging educational events take place at specialist nurseries, partner gardens and private gardens, including specific activities in the North West

Hospitality

Fortnum & Mason

Within the beautifully appointed facilities at the heart of the flower show, the world renowned Fortnum & Mason with Do & Co offer a range of options throughout the show week.

The Tatton Club

Treat your guests and enjoy a truly special visit to the RHS Flower Show Tatton Park – the ultimate hospitality experience with superb dining, immaculate service and special touches to delight your guests.

- A welcoming glass of champagne on arrival
- Show ticket and catalogue
- Open bar, with Fortnum's wines, beers, soft drinks, smoothies and a full range of leaf teas and speciality coffees
- Food of the highest standard, with menus devised by master chef Shaun Hill, using the finest fresh ingredients and local speciality produce
- Welcome to the show by Kris Hulewicz, the Show Manager
- A private terrace overlooking the showground
- A welcome desk, exclusive cloakroom and toilet facilities

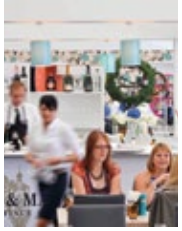
Alternatively, for bespoke hospitality packages for up to 100 guests with a flexible space for branded corporate activities, tailored to your requirements – please contact: The Fortnum & Mason Hospitality Team – see details below.

The Fortnum & Mason Ladies' Evening: Thursday 21 July

An exclusive opportunity to view the show, engage with exhibitors and enjoy a cocktail party and exclusive dinner prepared by Fortnum's chefs to round off your evening.

Bookings

To book any of the Fortnum & Mason options, or for more information, go to the Fortnum & Mason website, call 0845 602 5699 or email events@fortnumandmason.co.uk



Presidents' Preview – The RHS Flower Show Tatton Park

Join the RHS President, on Tuesday 19 July 2011, at the prestigious Gala Preview for an elegant 3 course dinner by Fortnum & Mason.

An exclusive event to allow a leisurely preview of the wonderful Floral Marquee and cutting edge Show Gardens – the most stylish way to experience the greatest gardening show in the North, on the eve of its opening to the show visitors.

Exclusive Tickets include:

- Private preview of Floral Marquee & Garden Exhibits between 5.30pm and 6.30pm
- Champagne reception on arrival in the Floral Marquee
- Three course dinner between 7pm and 10pm in the Tatton Club
- Your chance to bid in a Charity Auction
- A Show Catalogue
- Privilege car parking
- A ticket for a full day at the Show (Public Days Thursday 21 July – Sunday 24 July)

This special event is limited to 250 attendees. Tickets cost £1,200 for a table of ten. To apply, please call: 0845 3700 128 or email previewtickets@rhs.org.uk quoting: Tatton RHS Dinner Invitation. To discuss further, contact: **Clare Hinde, Special Events Manager, Tel: 0207 821 3348, Fax: 020 7630 8178**

The Tatton Brasserie

- **Luncheon**
  A special day out made even more memorable with Fortnum's Brasserie lunch, created especially for this show by the Michelin-starred chef Shaun Hill and the team from the Fountain restaurant kitchen.
  – Two courses @ £32 (inc VAT)
  – Three courses @ £36 (inc VAT) (parties up to 8)
- **Afternoon Tea**
  There is nothing quite so civilized as a full afternoon tea with sandwiches and scones, and there is none more worthy than that catered by Fortnum & Mason.
  – Full Traditional Afternoon Tea – prices from £24 (inc VAT)

The Mansion

- The estate at Tatton Park also has facilities and their own caterers. For more information go to bridget.roberts@cheshireeast.gov.uk www.tattonpark.org.uk

Hospitality presented by the world renown Fortnum & Mason with Do & Co.

Investment opportunities: Headline, Pillar and Garden sponsorship

Headline Sponsorship – circa £300,000

- Sponsor the entire show to acquire rights of association with this high-profile event (includes a sponsor's logo on all signage and related promotional media).
- A bespoke package of benefits to deliver your corporate objectives in return for your investment.

Pillar Sponsorship of horticultural elements or key visitor facilities – circa £15,000 – £100,000

- Invest in a high-profile activity to associate your organisation / brand with a key horticultural element or an essential visitor facility.

Headline and Pillar sponsors enjoy bespoke benefit packages tailored to the individual investment see page 6 for an indication of the range of opportunities and the weight of benefits you can expect subject to your investment.

Garden Sponsorship – between £10,000 and £75,000

- Gardens are fabulous examples of design, planting and construction that are the highlight of the Show, attracting a big share of the media focus.

Each year, the show features over 45 gardens, large and small, in the following categories and sizes:

Show Gardens	**Back to Back Gardens**	**Visionary Gardens and Football Club Gardens**	**RHS Young Designer of the Year Competition Gardens**
10m x 10m to 15m x 15m	6m x 4m	Approx. 60m²	Approx. 60m²
Design & construction budget from £40,000 to £75,000	Design & construction budget from £10,000 to £20,000	Design & construction budget from £10,000	Design & construction budget from £12,000

Please note there is no charge for your garden site. All of your investment is working to create the very best garden to promote your company/brand

The benefits of partnership with the RHS – the return on your investment

Hospitality

Host your valued existing or potential clients and your loyal staff in exclusive surroundings.

Marketing

Opportunities for joint promotional activities of mutual benefit between you and the RHS.

- High calibre experiential marketing opportunities

Promotion

Space in the show catalogue

The sponsor's logo will appear alongside the description. Preferential rates for advertising available.

Via your Show Garden

Carry out associated promotional activities and offers, including product placement and launches, brand awareness campaigns, subtle links to your brand within the design of the garden.

- **Garden signboard**
  Including your company logo together with details of the designer and contractor.
- **Garden leaflet distribution**
  To communicate your marketing objectives, contact details, logos, data capture and competitions.

Media

High levels of exposure, including: national and regional television, BBC local radio and associated print media, offer the potential to draw an audience in the millions in addition to those you engage with on site.

- **RHS website**
  Inclusion on the RHS website which attracted 126,486 visits during show week in 2010.
  www.rhs.org.uk/tattonpark
- **Press tent**
  Produce promotional press packs
- **PR**
  Optimise the opportunities presented by your investment

Audience

Access to a 'captive' high spending audience – new and existing clients

- The staff on your garden or feature interact directly with visitors
- 86 % of visitors bought or ordered goods at the show
- 24 % intention to spend after the show as a result of the visit

Hospitality – Marketing – Promotion – Media – Audience

Why Support The Royal Horticultural Society?

We are a charity receiving no government funding and rely entirely on private and public support and commercial investment to enable us to carry out our work.

Community Engagement

The Britain in Bloom Campaign enhances more than 2,000 local community open spaces and builds strong community groups benefiting both local people and the environment.
www.rhs.org.uk/britaininbloom

Library

Maintaining the world's finest public horticultural library with an amazing collection of journals, books, botanical art and garden history dating from 1514 to the present day.
www.rhs.org.uk/about-us/rhs-lindley-library

RHS Gardens

Offering gardeners inspiration and horticultural advice, whilst conducting important plant trials. RHS Members and the public alike can enjoy and benefit from our gardens located in: Harlow Carr in North Yorkshire, Hyde Hall in Essex, Rosemoor in Devon and Wisley in Surrey. www.rhs.org.uk/gardens. Free access for RHS Members only to a further 147 gardens during selected periods.

Education

Inspiring and supporting children and their teachers to develop horticultural skills and knowledge in schools across the country as well as providing bursaries or scholarships and formal horticultural qualifications for older students.
www.rhs.org.uk/children/for-schools and www.rhs.org.uk/courses

Science and Advice

Conducting research into plants, their pest and disease problems, the environmental implications of gardening, thus supporting both private gardeners and the nursery trade.
www.rhs.org.uk/gardening/help-advice

RHS Shows

Staging world class flower shows that inspire and inform gardeners, encourage and reward horticultural and design excellence and providing visitors with access to nationally important plant collections, nurseries and floristry.
www.rhs.org.uk/shows-events

Benefits given to you by the RHS when investing in a garden	Pillar Sponsorship	Back To Back Gardens	Visionary, Football Club and Young Designer Gardens	Show Gardens		
RHS INVESTMENT	Value/Quantity	Value/Quantity	Value/Quantity	**STANDARD** Value/Quantity	**CLASSIC** Value/Quantity	**PREMIER** Value/Quantity
GARDEN SIZE Value of garden space – with compliments of the RHS	Physical footprint of element sponsored	24 m² £1,800	60 m² £4,500	80 – 120 m² £6,000 – £9,000	130 – 180 m² £9,750 – £13,500	190 – 225 m² £14,750 – £16,875
SIGNAGE One single-sided sign: exhibitor name, garden title and site number, sponsor, designer and contractor including logos	£97	£97	£97	£97	£97	£97
CATALOGUE (Including logo for primary sponsor) Half page editorial: including details of sponsor, exhibitor, designer and contractor Full page: including 1/2 page image of garden and 1/2 page editorial with details of sponsor, exhibitor, designer and contractor	£770	£410	£410	£770	£770	£770
ADVERTISEMENT Quarter page colour advertisement Half page colour advertisement Full page colour advertisement	£770	N/A	N/A	£250	£410	£770
TICKETS & PASSES Press Day/final build up day: Sponsor Staff and Press only Exhibitor Passes (per open day) Visitor Tickets – (Daily allocation by mutual agreement)	10 12 Max 30 (£615)	5 8 Max 14 (£287)	5 8 Max 14 (£287)	10 8 Max 20 (£410)	10 10 Max 25 (£512)	10 12 Max 30 (£615)
PROMOTIONAL SPACE INCLUDING TENT Show Garden: Includes a 9m² tent for promotional/sampling activity (Details of the activity proposed subject to RHS approval)	Tailored to level of investment	N/A	£1,005	£1,005	£1,005	£1,005
WEB Link from Show microsite to sponsor's own site	Included	Included	Included	Included	Included	Included

Gardens benefit packages – The return on your investment