



Inspiring everyone to grow

# Grow with us

RHS Sponsorship Opportunities



## Partner with the RHS and join our sustainable vision for the future

For over two centuries the Royal Horticultural Society has been the passionate force at the heart of horticulture, and today we inspire millions of people to get involved in gardening irrespective of ability.

We put on the world's biggest and best Flower Shows, as well as a host of smaller specialist events, and welcome over 2.1 million people a year to our Gardens. National schemes such as Britain in Bloom with the RHS and RHS Campaign for School Gardening reach out to wider audiences in their own homes, schools or communities.

During 2021 we launched **The RHS Sustainability Strategy** which has the objective of becoming net positive for nature and for people, and to encourage and enable gardeners to do the same.

By 2022 we will have invested £160 million in diverse and inclusive projects around the UK, enriching the lives of keen and amateur gardeners. We will upgrade some of our most beautiful spaces, help more young people learn about horticulture and attract even more visitors to our shows and gardens.

Partnering with a growing charity of over half a million gardeners will connect you with a valuable segment of the UK population. Association with our trusted and reliable brand enables you to hold valuable conversations around your key messages.

We look forward to working with you.

**Sue Biggs**, Director General



Partner with a charity of  
more than 5.5 million  
garden enthusiasts





## RHS Shows and Gardens

Engaged audiences

**2,100,000+**

annual visitors to RHS Gardens

**300,000+**

visitors to RHS Shows

**560,000**

RHS Members

**7 years**

average RHS membership

## RHS Members Demographics

**79%**

ABC 1

**54%**

AB

**29%**

Male

**71%**

Female

**22%** members are aged 30 – 49

**68%** members are aged 50+

**84%** own or are buying their own home

**72%** of our membership agree with the statement "it's worth paying extra for quality goods"



## The Garden Magazine

**449,891**

Monthly circulation—UK's largest gardening title  
(ABC Jan - Dec 2020)

## RHS Website

**20 million** annual unique users

**100 million** page views

**76.5%** new visitors

**2.35 minutes** average session

## eNewsletters

**575k** eNewsletter weekly recipients

**38%** E-newsletter Open Rate **6%** Click through Rate

(Industry standard Open Rate 21% and CTR 5%)

## RHS Social Media



**336k**



**188k**



**155k**



**125k**



## RHS Chelsea Flower Show

TV and radio

**7,821**

pieces of coverage reaching an estimated

**4.1 billion**

people

**497 million**

people worldwide watch or listen to  
the RHS Chelsea Flower Show broadcasts

**15 hours**

BBC TV coverage

2019 show coverage



## RHS Campaign for School Gardening

**6 million**

children reached

**1,000**

teachers trained per year

Over **34,800**  
registrations, which represents

Primary  
**69%**

Secondary  
**80%**

**6,400+**

Youth groups

## RHS Britain in Bloom

Nearly **4,000** community groups  
**300,000** volunteers

**41%** of groups are transforming  
derelict land

**57%** engage in wildlife &  
biodiversity projects

**58%** involved in community  
clean-ups

**67%** focus on ornamental  
planting per annum







## Growing your business

Dynamism, positivity and passion – say hello to a truly unique audience.

Gardeners are the most amazing people. In front yards and back gardens, from great parks to balconies, millions of people get their hands dirty every day to make our world a better place.

Horticulture is big business – and has never been more culturally and socially important.

The RHS has a unique relationship with this interested and discerning audience. Select from an unrivalled portfolio of partnership opportunities. Partner an internationally renowned Flower Show, create a show garden, support a show feature, support our sustainability strategy or get involved with a national grass-root initiative and bring your key messages to life.

Inspire everyone to grow by building meaningful, long term relationships with active, engaged and valuable garden enthusiasts across the UK and beyond.

RHS Ambassador  
Floella Benjamin in the  
RHS Garden at the  
RHS Chelsea Flower Show



## RHS Shows

Our Shows offer both high profile media coverage, and the opportunity to engage new audiences directly, in simply wonderful surroundings. Partnering with us on them gives you exposure that maximises your investment budget. They are also the perfect way to reward staff, entertain clients, or simply network using tickets included in a partnership.

Our fabulous Plant and Flower Shows have been at the heart of the RHS since our first, in 1833. Today, they are enjoyed by millions in the UK and around the world thanks to extensive media coverage.

RHS Shows bring together international talent to create sensational gardens and exhibits, showcasing and stimulating debate about the very latest trends in horticulture.

From the world-famous RHS Chelsea Flower Show, with its glamorous Gala Preview night to award winning RHS Hampton Court Palace Flower Show; specialist plant showcases to partner shows such as RHS Malvern Spring Festival – regardless of one's level of gardening experience, our Shows have something to capture the imagination.

More relaxed shows set in wonderful surroundings are put on every year at Tatton Park, Malvern and of course at the wonderful RHS Gardens.







## Invest in beautiful Show Gardens

Show Gardens are the highlights of any RHS Flower Show. Working with a skilled designer to fulfil your brief, they can launch marketing campaigns; reinforce brand alignment; grab media coverage; convey brand values; tell your company's story. The public naturally gravitates towards Show Gardens, making them perfect hubs to activate products and services, optimise spend and deliver strong ROI.



**“The RHS Hampton Court Palace Flower Show works on every level for Macmillan Cancer Support and we are delighted to be part of the show!”**

Jonathan Frost,  
Senior Regional Marketing  
Programme Manager –  
Legacies Macmillan Cancer  
Support





## RHS Gardens

RHS Gardens offer UK wide touchpoints and events throughout the year, including their own Flower Shows. Supporting a permanent garden feature at an RHS Garden enables brand association with a lighter impact on business resource than an engagement at RHS Shows. RHS Gardens are well loved, where people experience memorable days out. A supporting presence at an RHS Garden leaves a lasting impression.

### RHS Garden Wisley, Surrey

One of the finest gardens in the world, it combines innovation and inspiration with a beautiful and captivating range of landscapes and planting combinations. This stunning 240 acre garden bursts with seasonal colours and scents. The Glasshouse at Wisley allows tropical plants to flourish and visitors of all ages to enjoy a day out all year round. This garden is also home to our gardening scientists, which enables our advice and learning to be based on expert evidence.

### RHS Garden Hyde Hall, Essex

Amidst sweeping panoramas this 360 acre garden showcases an eclectic range of inspirational styles from traditional to modern. Its colours change with the seasons; golden yellows in spring, a haze of purple in summer and red russets in autumn. Spectacular vistas combined with its focus on biodiversity make this a real horticultural gem for all garden lovers.



### RHS Garden Rosemoor, Devon

A jewel of a garden whose varied character reflects the history of the site and offers visitors great gardening ideas and a relaxing day out. A variety of plants, fruits and other fascinating features thrive within its 65 acres. It retains the essence of rural North Devon within the backdrop of steep wooded valley sides.

**RHS Garden Harlow Carr, Yorkshire** This beautiful 58 acre garden combines innovative design and creative planting to give practical ideas to the modern gardener. Highlights include colourful main borders, streamside and scented gardens, the alpine zone, woodland walks and wildflower meadows with a twist. It is a family friendly garden that will inspire and delight all ages.

### RHS Garden Bridgewater, Manchester, opened 2021

Reviving the gardens of the historic 156 acre Worsley New Hall estate to create RHS Garden Bridgewater has been one of the largest gardening projects in Europe. The Society's first new garden in 17 years is delivering benefits to local communities and gardening projects across the region.





## Growing knowledge and communities

We work tirelessly in communities around the United Kingdom promoting horticulture for the benefit of local people, transforming unloved spaces into plant-filled oases. Our work in the community supports a more sustainable future for all. It is proven that 95% of people feel uplifted when they see a beautiful garden, it calms the nerves, reduces crime and benefits the environment.

We are dedicated to scientific research in horticulture. Our work in conservation and biodiversity is vital to the sustainability of the UK's green landscape. The research and discoveries in our labs are continually reported to our audience through our gardens, shows and award-winning website.

We are the world's leading garden charity. Partnering with us aligns your business not only with potential customers but also our valuable charitable causes.





## Britain in Bloom with the RHS

Every day in our work we see the potential for horticulture to change people's lives. We are passionate about spreading this power to all communities in the UK.

Nearly 4,000 community gardening groups in neighbourhoods, cities, towns and villages across Britain take part each year. They clean and green their local areas; planting town centre displays, establishing wildlife areas, and converting derelict spaces into public gardens.

Following an exciting re-brand, with bright and colourful illustrated assets, we can now offer corporate partners a compelling brand proposition with which to promote your association.



### Greening Great Britain

Encourages people to turn unloved parts of their neighbourhoods into something beautiful and to make their gardens even greener.

Search [rhs.org.uk](https://rhs.org.uk) to find out more.



## RHS Campaign for School Gardening

Our desire to improve lives through gardening extends to children and young people. The RHS Campaign for School Gardening inspires and supports schools to develop sustainable gardens for young people's learning, health and wellbeing. A range of opportunities is available through the Campaign to enhance their skills and boost children's growth.

The Campaign website provides free online inspiration and teaching resources to over 34,800 schools and other organisations involved in education around the UK and abroad.

We also work to train teachers through an engaging programme of hands-on school gardening courses.

Partnering with us on the Campaign allows you to reach children, parents, grandparents, teachers and local authorities. There's never been a better time to jump on board the Campaign.

- **6 million** children
- **1000+** teachers trained each year
- The Campaign website attracts over **183,000** users and over **821,000** page views



### Rocket Science

Tim Peake took RHS seeds to space and sparked a nationwide interest in the future of gardening. Our Rocket Science partnership with the UK Space Agency was a phenomenal success and stands as testament to the potential our initiatives have to mobilise the nation.

- **£850k** A.V.E
- Seen by over **100 million** people

In January Tim sent a special message to the UK Schools inviting them to sign up. This message generated a staggering 1,200 registrations over the weekend it was broadcast and the website received 25,000 visitors compared to 1,100 at the same time last year.



## Let's grow together

We are looking for long-lasting partnerships with like-minded brands and organisations. Our vision for the future is one to be shared with companies that want to grow their business and make the UK a greener and more beautiful place.



## Our current and recent partners







The RHS Corporate Sponsorship team can create bespoke engagement plans, built around your organisation's strategy and budgets.

**For corporate sponsorship opportunities contact:**

**Jade Garner** [jadegarner@rhs.org.uk](mailto:jadegarner@rhs.org.uk)

**Meghann O'Reilly** [meghannoreilly@rhs.org.uk](mailto:meghannoreilly@rhs.org.uk)

**For show garden sponsorship contact:**

**Victoria Dowling** [victoriadowling@rhs.org.uk](mailto:victoriadowling@rhs.org.uk)





[rhs.org.uk/corporatepartnerships](https://rhs.org.uk/corporatepartnerships)

RHS Registered Charity No: 222879/SC038262

RHS Hampton Court Palace Flower Show Preview Evening Fireworks