

SHOW GARDEN

SPONSORSHIP INVITATION

Metamorphosis 'A Design Journey' The Slow Burn Garden

BBC Gardeners' World Live
NEC Birmingham – June 2015

Designed by Bridget Robinson
and Sid Stratton



Your chance to get your name in front of 95,000 gardening enthusiasts as well as leading industry figures and the mass media

The Show *BBC Gardeners' World Live* is a high profile horticultural event held at the NEC Birmingham. It attracts over 95,000 visitors and a host of gardening celebrities that in previous years included; *Rachel de Thame, Toby Buckland, Monty Don, Diarmuid Gavin, Joe Swift and Carol Klein.*

Dates **Wednesday 10 June** – The Press and Awards Evening
Thursday 11 – Sun 14 June – Public Show Days

Expected Costs The cost estimate for the whole of the garden including contractor fees, materials, build, hire & transport costs, plants, insurance & publicity leaflet production comes to £16,000 including contingency. The RHS are part funding the build with a generous grant of £5,000. Bradstone, a leading supplier of paving products for home and garden are providing the pre-selected materials worth up to £6,000. We are seeking £5,000 (in part or full sponsorship) to make up the shortfall.

The Metamorphosis Garden The challenge this year was to create 6 x 6m garden, using a pre-selected set of easily available materials. The inspiration for the garden is the concept of metamorphosis. The Slow Burn Garden is characterised by fiery and hot planting and innovative use of the materials including a traditional Japanese wood charring technique on the background fence which will create a dramatic backdrop for the hot colours.

Sponsor benefits A show garden is a perfect opportunity for unique brand integration and product placement,
As a sponsor you will receive:

- Show tickets for the public show days and an opportunity to attend the press night on Wednesday 10 June
- Photographs at the garden for local and trade press use
- Photographs with the designers to announce sponsorship
- A Listing in the Show Guide including half page editorial, illustration and exhibitor contact details
- A proportion of the Slow Burn Garden leaflet devoted to company and product details
- Sponsor links on *BBC Gardeners' World Live* and RHS website.

- Engagement with visitors and RHS members via the media platforms: RHS online and BBC Gardeners World Live social media accounts. It is common among show gardens to have the name of the sponsor and the name of the garden linked in all the TV coverage, website mentions and so forth, for example 'The Royal National Institute of Blind People's garden, The Mind's Eye' at Chelsea last year. Our show garden title is provisional at the moment, and could be adapted to suit. Show Gardens leave lasting memories with the visitors and can be a constant reminder of the sponsor brand.

Media Coverage

BBC Gardeners' World Live receives a huge amount of media coverage with a Marketing and PR campaign reach of 28.5 million, ensuring the show gains exposure at a high level across all platforms.

- National and regional, TV and radio coverage
- Articles in national press, magazines, plus online and viral coverage
- *BBC Gardeners' World Live* website provides extensive coverage with above 215k hits during the show
- Coverage via the *BBC Gardeners' World* brand such as the magazine and programme promotion.

Visitor Profile

The show attracts a high spending audience that generates direct sales and other marketing or business opportunities.

The 2014 visitor profile shows 83% are ABC1 with the average household income being £48k.

Total of £17.1 million was spent by visitors at the show!

Total attendance	95k
Female	65%
Male	35%
Average total spend of	£204
Average spend at show	£103
Average age:	50
ABC1:	84%
New visitors:	35%

Contact

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