

**BBC**  
**Gardeners' World Fair**  
at Audley End House  
& Gardens, Essex  
1 - 3 September 2023  
*Autumn*

Sponsorship  
Opportunities



## Contents

- The Brand – BBC Gardeners' World
- The Event – BBC Gardeners' World Autumn Fair
- Sponsorship Opportunities
  - Headline
  - Beautiful Borders/Showcase Gardens
  - Bandstand
  - In conversation with
  - Pocket Map
- Hillier Case Study
- Regent Seven Seas Cruises Case Study
- Next Steps



# BBC GARDENERS' WORLD IS THE UK'S BIGGEST GARDENING BRAND...

...yet the most accessible and approachable.

## MAGAZINE

32 years as market leading title  
860K Readers PCM  
190K Subscribers



## LIVE EVENTS

3 Events  
130,000 visitors  
31 year heritage



## TV PROGRAMME

54 years as the nation's favourite gardening show  
2.3m Weekly Viewers



## ONLINE

4m page Impressions PCM  
1.5m unique users

There are also 3m new gardeners since 2020 according to HTA research





## The Event...

The [BBC Gardeners' World Autumn Fair](#) returns to **Audley End House & Gardens** from **1 – 3 September 2023** attracting **19,000 visitors** over **3 days**

The event hosts a select number of **specialist nurseries** with eye-catching displays and plants for sale. Plus, a range of **gardening exhibitors** offering a diverse selection of garden accessories. Visitors can explore an **inspirational collection of Beautiful Borders and Showcase Gardens** featuring stunning seasonal flora and take-home ideas

The **BBC Gardeners' World Magazine Stage** offering vital advice on what to do for the season ahead presents the **Editors**, and the likes of **Adam Frost, Frances Tophill and Arit Anderson**

The Fair also harnesses the incredibly successful chemistry of gardening and food that BBC Gardeners' World Live is known for, presenting a **BBC Good Food Market** and a delicious range of **street food**. All with toe-tapping live entertainment from the **bandstand**

Amplifying the value of this great day out, tickets to the Autumn event include full access to the stunning **Audley End House and attractions** including the **Parterre and Kitchen Gardens**

---

**19,000 expected visitors in 2023**

---

**81% ABC1**

**61 Average Age**

**£1.7million spent with exhibitors\***

Watch why you  
should join us at our  
Autumn Fair



\*at show and post show with exhibitors, not including food, admission etc

# Headline Sponsorship

The Autumn Fair promotes sustainable and enriching outdoor experiences for hands on gardeners. We firmly believe in the power of gardening as a means of connecting with consumers and promoting a healthy, sustainable lifestyle.

We're looking to work with a partner to develop a level of content that will engage and inspire thousands of enthusiastic ABC1 gardeners, and BBC Gardeners' World Magazine Subscribers. Headline sponsorship will put you above the door, integrating your branding into the show at the highest level and within the promotional campaign. You'll benefit from:

- **Brand Exposure:** Your brand will receive prominent exposure among a diverse audience of gardening enthusiasts. This exposure will include logo placement in event logo and on all marketing materials, event signage and digital platforms. This extensive visibility will provide an exceptional brand presence and the opportunity to connect with potential customers and establish brand recognition.
- **Targeted Engagement:** You will have the unique opportunity to directly engage and influence your target audience, build brand loyalty, and establish valuable connections. The Fair attracts individuals who value outdoor experiences, sustainability, and a connection to nature. By aligning your brand with these values, you can create a genuine connection and build positive brand associations among new and existing customers
- **Activation Opportunities:** Create unique and memorable activations during the event. These activations can include interactive experiences, product demonstrations, workshops, or educational sessions. This hands-on approach will enable you to showcase your brand's values and create lasting impressions with visitors.
- **Product Showcase:** The Fair offers an ideal platform for showcasing your latest products and innovations. You can display and demonstrate your offerings to a captivated audience. This experiential marketing opportunity will generate product awareness, generate leads, and drive sales.
- **Reward Customers:** We can provide you with a dedicated special ticket offer to reward your current customer database, providing added value. Exclusive meet and greet opportunity (of either Adam Frost or Frances Tophill for a lucky winning customer)

Watch the Hillier  
Headline  
Sponsorship Video



# Sponsorship of Beautiful Borders and Showcase Gardens



The Beautiful Borders and Showcase Gardens are a cherished part of our horticultural line up for all of our shows

Each year we invite garden designers, charities, landscapers, horticultural community groups and amateurs to take part in our Beautiful Border and Showcase Garden categories.

Successful applicants have 3 days to create inspirational small spaces, providing take home garden ideas and exemplifying their talent to our captive audience.

As sponsor of the Beautiful Borders/Showcase Gardens we would invite you to create your own guest border/showcase garden to bring your brand to life. You can do this entirely yourself or we can commission a garden designer on your behalf to design and build the border to your brief

The border/small garden would secure significant levels of engagement with our garden/border designers, have a huge impact within our show campaign and onsite with the swathes of gardeners purchasing at the show

An engagement stand would also be included

Also available at:



Sponsored by: LIDL



# Bandstand

The bandstand serves as a focal point for entertainment and engagement at the Fair with a line up of acts creating a fun and relaxed atmosphere. Sponsorship of the bandstand puts your brand at the centre of the events entertainment

Located within the gardens, the Bandstand offers a heightened presence at the show and would align your brand to a feature which is focused on the enjoyment of listening to music and relaxing with friends and family.

Sponsors can contribute to the line-up of entertainment by providing musicians

We would provide a compere on the bandstand to deliver key brand messages throughout the day, encouraging visitors to sit, relax and enjoy the entertainment and directing them to the Sponsor stand for further engagement

We understand the importance of engaging with your target audience on a personal level, and the bandstand offers a memorable platform to sample product to a captivated and impressionable audience. This will provide a unique and memorable experience leaving a lasting impression of your brand and products



Also available at:



Watch the  
Bandstand  
Sponsorship Case  
Study



## 'In Conversation With' Sponsorship

In addition to our BBC Gardeners' World Magazine Stage sponsored by Regent Seven Seas Cruises, we also have an intimate talks tent called In Conversation With hosted by Chris Bavin which will feature presenters from the programme, horticultural experts plus characters from the estate, each offering inspirational, take home advice

As sponsor of 'In Conversation With', the brand would benefit from a dedicated session a day to create relevant editorial content which would provide a platform to deliver key brand messages to an engaged audience.

The host would also mention the brand before and after each session again delivering brand messages, providing exposure throughout the day.

Products can also form part of the staging of the tent

An engagement stand would also be included





# Pocket Map Sponsorship

Visitors need help navigating their way around the Show, so we produce a handy Pocket Map which is easy to use, includes the timetables, exhibitor lists and Show Map along with a list of Showcase Gardens and Beautiful Borders.

With so much more content this year than last, we will make the pocket map even bigger to include all the additional content we have for visitors to explore and discover this year.

## Branding & Marketing

- Ad on printed back page on Pocket Guide (artwork by Sponsor)
- Logo as Pocket Map in sponsor section and on front page
- Logo in sponsor & supporter section of the GWAFF home page
- Logo with hyperlink and up to 200 words to feature on the Plan Your Day page. Plus opportunity for a branded banner on the web page (artwork by sponsor)
- Logo to appear on the Sponsor & Supporter section of BBC GWAFF emails
- A social media posts about Planning Your Day, tagging sponsor
- Opportunity for QR code to be placed on the guide

**BBC Gardeners' World Fair Autumn**  
at Audley End House & Gardens, Essex  
2-4 September 2022

**Pocket Map**

Featuring the goodfood Market

bbgardenersworldfair.com

In association with ENGLISH HERITAGE

Take a stroll through time

From gardens designed by pioneers of the past and sweeping parkland, to pretty gardens and working kitchen gardens, enjoy nature in full bloom this autumn at our historic gardens.

Water, Carole and Gwynes  
Wick Park  
Bobby Hill, Gwynes and Gwynes  
Bodsworth Hall and Gwynes

**20% OFF MEMBERSHIP WITH DISCOUNT CODE GWAUT22**

Only valid on our main page. Cannot be used in conjunction with other offers. Valid until 31/10/22. 30 days prior to 22/02.

Step into England's story

Registered charity no. 014022 (England). Registered company no. 01447222 (England).

Fantastic Subscription Offer

Try a subscription to **BBC Gardeners' World Magazine**

Get your first 3 issues for just £5 then pay just £27.80 every 6 issues thereafter, saving 25% on the shop price.

**3 EASY WAYS TO SUBSCRIBE**

1. **FREE delivery** to your door for no extra postage. (UK only)

2. **Subscribe on BBC Gardeners' World.com** or call 08330 168 128

3. **Subscribe by phone** on 08330 168 128

4. **Subscribe by mail** on 08330 168 128

5. **Subscribe by QR code** on 08330 168 128

6. **Subscribe by text** on 08330 168 128

7. **Subscribe by email** on 08330 168 128

8. **Subscribe by social media** on 08330 168 128

9. **Subscribe by app** on 08330 168 128

10. **Subscribe by website** on 08330 168 128

11. **Subscribe by phone** on 08330 168 128

12. **Subscribe by mail** on 08330 168 128

13. **Subscribe by text** on 08330 168 128

14. **Subscribe by email** on 08330 168 128

15. **Subscribe by social media** on 08330 168 128

16. **Subscribe by app** on 08330 168 128

17. **Subscribe by website** on 08330 168 128

18. **Subscribe by phone** on 08330 168 128

19. **Subscribe by mail** on 08330 168 128

20. **Subscribe by text** on 08330 168 128

21. **Subscribe by email** on 08330 168 128

22. **Subscribe by social media** on 08330 168 128

23. **Subscribe by app** on 08330 168 128

24. **Subscribe by website** on 08330 168 128

25. **Subscribe by phone** on 08330 168 128

26. **Subscribe by mail** on 08330 168 128

27. **Subscribe by text** on 08330 168 128

28. **Subscribe by email** on 08330 168 128

29. **Subscribe by social media** on 08330 168 128

30. **Subscribe by app** on 08330 168 128

31. **Subscribe by website** on 08330 168 128

32. **Subscribe by phone** on 08330 168 128

33. **Subscribe by mail** on 08330 168 128

34. **Subscribe by text** on 08330 168 128

35. **Subscribe by email** on 08330 168 128

36. **Subscribe by social media** on 08330 168 128

37. **Subscribe by app** on 08330 168 128

38. **Subscribe by website** on 08330 168 128

39. **Subscribe by phone** on 08330 168 128

40. **Subscribe by mail** on 08330 168 128

41. **Subscribe by text** on 08330 168 128

42. **Subscribe by email** on 08330 168 128

43. **Subscribe by social media** on 08330 168 128

44. **Subscribe by app** on 08330 168 128

45. **Subscribe by website** on 08330 168 128

46. **Subscribe by phone** on 08330 168 128

47. **Subscribe by mail** on 08330 168 128

48. **Subscribe by text** on 08330 168 128

49. **Subscribe by email** on 08330 168 128

50. **Subscribe by social media** on 08330 168 128

51. **Subscribe by app** on 08330 168 128

52. **Subscribe by website** on 08330 168 128

53. **Subscribe by phone** on 08330 168 128

54. **Subscribe by mail** on 08330 168 128

55. **Subscribe by text** on 08330 168 128

56. **Subscribe by email** on 08330 168 128

57. **Subscribe by social media** on 08330 168 128

58. **Subscribe by app** on 08330 168 128

59. **Subscribe by website** on 08330 168 128

60. **Subscribe by phone** on 08330 168 128

61. **Subscribe by mail** on 08330 168 128

62. **Subscribe by text** on 08330 168 128

63. **Subscribe by email** on 08330 168 128

64. **Subscribe by social media** on 08330 168 128

65. **Subscribe by app** on 08330 168 128

66. **Subscribe by website** on 08330 168 128

67. **Subscribe by phone** on 08330 168 128

68. **Subscribe by mail** on 08330 168 128

69. **Subscribe by text** on 08330 168 128

70. **Subscribe by email** on 08330 168 128

71. **Subscribe by social media** on 08330 168 128

72. **Subscribe by app** on 08330 168 128

73. **Subscribe by website** on 08330 168 128

74. **Subscribe by phone** on 08330 168 128

75. **Subscribe by mail** on 08330 168 128

76. **Subscribe by text** on 08330 168 128

77. **Subscribe by email** on 08330 168 128

78. **Subscribe by social media** on 08330 168 128

79. **Subscribe by app** on 08330 168 128

80. **Subscribe by website** on 08330 168 128

81. **Subscribe by phone** on 08330 168 128

82. **Subscribe by mail** on 08330 168 128

83. **Subscribe by text** on 08330 168 128

84. **Subscribe by email** on 08330 168 128

85. **Subscribe by social media** on 08330 168 128

86. **Subscribe by app** on 08330 168 128

87. **Subscribe by website** on 08330 168 128

88. **Subscribe by phone** on 08330 168 128

89. **Subscribe by mail** on 08330 168 128

90. **Subscribe by text** on 08330 168 128

91. **Subscribe by email** on 08330 168 128

92. **Subscribe by social media** on 08330 168 128

93. **Subscribe by app** on 08330 168 128

94. **Subscribe by website** on 08330 168 128

95. **Subscribe by phone** on 08330 168 128

96. **Subscribe by mail** on 08330 168 128

97. **Subscribe by text** on 08330 168 128

98. **Subscribe by email** on 08330 168 128

99. **Subscribe by social media** on 08330 168 128

100. **Subscribe by app** on 08330 168 128

101. **Subscribe by website** on 08330 168 128

102. **Subscribe by phone** on 08330 168 128

103. **Subscribe by mail** on 08330 168 128

104. **Subscribe by text** on 08330 168 128

105. **Subscribe by email** on 08330 168 128

106. **Subscribe by social media** on 08330 168 128

107. **Subscribe by app** on 08330 168 128

108. **Subscribe by website** on 08330 168 128

109. **Subscribe by phone** on 08330 168 128

110. **Subscribe by mail** on 08330 168 128

111. **Subscribe by text** on 08330 168 128

112. **Subscribe by email** on 08330 168 128

113. **Subscribe by social media** on 08330 168 128

114. **Subscribe by app** on 08330 168 128

115. **Subscribe by website** on 08330 168 128

116. **Subscribe by phone** on 08330 168 128

117. **Subscribe by mail** on 08330 168 128

118. **Subscribe by text** on 08330 168 128

119. **Subscribe by email** on 08330 168 128

120. **Subscribe by social media** on 08330 168 128

121. **Subscribe by app** on 08330 168 128

122. **Subscribe by website** on 08330 168 128

123. **Subscribe by phone** on 08330 168 128

124. **Subscribe by mail** on 08330 168 128

125. **Subscribe by text** on 08330 168 128

126. **Subscribe by email** on 08330 168 128

127. **Subscribe by social media** on 08330 168 128

128. **Subscribe by app** on 08330 168 128

129. **Subscribe by website** on 08330 168 128

130. **Subscribe by phone** on 08330 168 128

131. **Subscribe by mail** on 08330 168 128

132. **Subscribe by text** on 08330 168 128

133. **Subscribe by email** on 08330 168 128

134. **Subscribe by social media** on 08330 168 128

135. **Subscribe by app** on 08330 168 128

136. **Subscribe by website** on 08330 168 128

137. **Subscribe by phone** on 08330 168 128

138. **Subscribe by mail** on 08330 168 128

139. **Subscribe by text** on 08330 168 128

140. **Subscribe by email** on 08330 168 128

141. **Subscribe by social media** on 08330 168 128

142. **Subscribe by app** on 08330 168 128

143. **Subscribe by website** on 08330 168 128

144. **Subscribe by phone** on 08330 168 128

145. **Subscribe by mail** on 08330 168 128

146. **Subscribe by text** on 08330 168 128

147. **Subscribe by email** on 08330 168 128

148. **Subscribe by social media** on 08330 168 128

149. **Subscribe by app** on 08330 168 128

150. **Subscribe by website** on 08330 168 128

151. **Subscribe by phone** on 08330 168 128

152. **Subscribe by mail** on 08330 168 128

153. **Subscribe by text** on 08330 168 128

154. **Subscribe by email** on 08330 168 128

155. **Subscribe by social media** on 08330 168 128

156. **Subscribe by app** on 08330 168 128

157. **Subscribe by website** on 08330 168 128

158. **Subscribe by phone** on 08330 168 128

159. **Subscribe by mail** on 08330 168 128

160. **Subscribe by text** on 08330 168 128

161. **Subscribe by email** on 08330 168 128

162. **Subscribe by social media** on 08330 168 128

163. **Subscribe by app** on 08330 168 128

164. **Subscribe by website** on 08330 168 128

165. **Subscribe by phone** on 08330 168 128

166. **Subscribe by mail** on 08330 168 128

167. **Subscribe by text** on 08330 168 128

168. **Subscribe by email** on 08330 168 128

169. **Subscribe by social media** on 08330 168 128

170. **Subscribe by app** on 08330 168 128

171. **Subscribe by website** on 08330 168 128

172. **Subscribe by phone** on 08330 168 128

173. **Subscribe by mail** on 08330 168 128

174. **Subscribe by text** on 08330 168 128

175. **Subscribe by email** on 08330 168 128

176. **Subscribe by social media** on 08330 168 128

177. **Subscribe by app** on 08330 168 128

178. **Subscribe by website** on 08330 168 128

179. **Subscribe by phone** on 08330 168 128

180. **Subscribe by mail** on 08330 168 128

181. **Subscribe by text** on 08330 168 128

182. **Subscribe by email** on 08330 168 128

183. **Subscribe by social media** on 08330 168 128

184. **Subscribe by app** on 08330 168 128

185. **Subscribe by website** on 08330 168 128

186. **Subscribe by phone** on 08330 168 128

187. **Subscribe by mail** on 08330 168 128

188. **Subscribe by text** on 08330 168 128

189. **Subscribe by email** on 08330 168 128

190. **Subscribe by social media** on 08330 168 128

191. **Subscribe by app** on 08330 168 128

192. **Subscribe by website** on 08330 168 128

193. **Subscribe by phone** on 08330 168 128

194. **Subscribe by mail** on 08330 168 128

195. **Subscribe by text** on 08330 168 128

196. **Subscribe by email** on 08330 168 128

197. **Subscribe by social media** on 08330 168 128

198. **Subscribe by app** on 08330 168 128

199. **Subscribe by website** on 08330 168 128

200. **Subscribe by phone** on 08330 168 128

201. **Subscribe by mail** on 08330 168 128

202. **Subscribe by text** on 08330 168 128

203. **Subscribe by email** on 08330 168 128

204. **Subscribe by social media** on 08330 168 128

205. **Subscribe by app** on 08330 168 128

206. **Subscribe by website** on 08330 168 128

207. **Subscribe by phone** on 08330 168 128

208. **Subscribe by mail** on 08330 168 128

209. **Subscribe by text** on 08330 168 128

210. **Subscribe by email** on 08330 168 128

211. **Subscribe by social media** on 08330 168 128

212. **Subscribe by app** on 08330 168 128

213. **Subscribe by website** on 08330 168 128

214. **Subscribe by phone** on 08330 168 128

215. **Subscribe by mail** on 08330 168 128

216. **Subscribe by text** on 08330 168 128

217. **Subscribe by email** on 08330 168 128

218. **Subscribe by social media** on 08330 168 128

219. **Subscribe by app** on 08330 168 128

220. **Subscribe by website** on 08330 168 128

221. **Subscribe by phone** on 08330 168 128

222. **Subscribe by mail** on 08330 168 128

223. **Subscribe by text** on 08330 168 128

224. **Subscribe by email** on 08330 168 128

225. **Subscribe by social media** on 08330 168 128

226. **Subscribe by app** on 08330 168 128

227. **Subscribe by website** on 08330 168 128

228. **Subscribe by phone** on 08330 168 128

229. **Subscribe by mail** on 08330 168 128

230. **Subscribe by text** on 08330 168 128

231. **Subscribe by email** on 08330 168 128

232. **Subscribe by social media** on 08330 168 128

233. **Subscribe by app** on 08330 168 128

234. **Subscribe by website** on 08330 168 128

235. **Subscribe by phone** on 08330 168 128

236. **Subscribe by mail** on 08330 168 128

237. **Subscribe by text** on 08330 168 128

238. **Subscribe by email** on 08330 168 128

239. **Subscribe by social media** on 08330 168 128

240. **Subscribe by app** on 08330 168 128

241. **Subscribe by website** on 08330 168 128

242. **Subscribe by phone** on 08330 168 128

243. **Subscribe by mail** on 08330 168 128

244. **Subscribe by text** on 08330 168 128

245. **Subscribe by email** on 08330 168 128

246. **Subscribe by social media** on 08330 168 128

247. **Subscribe by app** on 08330 168 128

248. **Subscribe by website** on 08330 168 128

249. **Subscribe by phone** on 08330 168 128

250. **Subscribe by mail** on 08330 168 128

251. **Subscribe by text** on 08330 168 128

252. **Subscribe by email** on 08330 168 128

253. **Subscribe by social media** on 08330 168 128

254. **Subscribe by app** on 08330 168 128

255. **Subscribe by website** on 08330 168 128

256. **Subscribe by phone** on 08330 168 128

257. **Subscribe by mail** on 08330 168 128

258. **Subscribe by text** on 08330 168 128

259. **Subscribe by email** on 08330 168 128

260. **Subscribe by social media** on 08330 168 128

261. **Subscribe by app** on 08330 168 128

262. **Subscribe by website** on 08330 168 128

263. **Subscribe by phone** on 08330 168 128

264. **Subscribe by mail** on 08330 168 128

265. **Subscribe by text** on 08330 168 128

266. **Subscribe by email** on 08330 168 128

267. **Subscribe by social media** on 08330 168 128

268. **Subscribe by app** on 08330 168 128

269. **Subscribe by website** on 08330 168 128

270. **Subscribe by phone** on 08330 168 128

271. **Subscribe by mail** on 08330 168 128

272. **Subscribe by text** on 08330 168 128

273. **Subscribe by email** on 08330 168 128

274. **Subscribe by social media** on 08330 168 128

275. **Subscribe by app** on 08330 168 128

276. **Subscribe by website** on 08330 168 128

277. **Subscribe by phone** on 08330 168 128

278. **Subscribe by mail** on 08330 168 128

279. **Subscribe by text** on 08330 168 128

280. **Subscribe by email** on 08330 168 128

281. **Subscribe by social media** on 08330 168 128

282. **Subscribe by app** on 08330 168 128

283. **Subscribe by website** on 08330 168 128

284. **Subscribe by phone** on 08330 168 128

285. **Subscribe by mail** on 08330 168 128

286. **Subscribe by text** on 08330 168 128

287. **Subscribe by email** on 08330 168 128

288. **Subscribe by social media** on 08330 168 128

289. **Subscribe by app** on 08330 168 128

290. **Subscribe by website** on 08330 168 128

291. **Subscribe by phone** on 08330 168 128

292. **Subscribe by mail** on 08330 168 128

293. **Subscribe by text** on 08330 168 128

294. **Subscribe by email** on 08330 168 128

295. **Subscribe by social media** on 08330 168 128

296. **Subscribe by app** on 08330 168 128

297. **Subscribe by website** on 08330 168 128

298. **Subscribe by phone** on 08330 168 128

299. **Subscribe by mail** on 08330 168 128

300. **Subscribe by text** on 08330 168 128

301. **Subscribe by email** on 08330 168 128

302. **Subscribe by social media** on 08330 168 128

303. **Subscribe by app** on 08330 168 128

304. **Subscribe by website** on 08330 168 128

305. **Subscribe by phone** on 08330 168 128

306. **Subscribe by mail** on 08330 168 128

307. **Subscribe by text** on 08330 168 128

308. **Subscribe by email** on 08330 168 128

309. **Subscribe by social media** on 08330 168 128

310. **Subscribe by app** on 08330 168 128

311. **Subscribe by website** on 08330 168 128

312. **Subscribe by phone** on 08330 168 128

313. **Subscribe by mail** on 08330 168 128

314. **Subscribe by text** on 08330 168 128

315. **Subscribe by email** on 08330 168 128

316. **Subscribe by social media** on 08330 168 128

317. **Subscribe by app** on 08330 168 128

318. **Subscribe by website** on 08330 168 128

319. **Subscribe by phone** on 08330 168 128

320. **Subscribe by mail** on 08330 168 128

321. **Subscribe by text** on 08330 168 128

322. **Subscribe by email** on 08330 168 128

323. **Subscribe by social media** on 08330 168 128

324. **Subscribe by app** on 08330 168 128

325. **Subscribe by website** on 08330 168 128

326. **Subscribe by phone** on 08330 168 128

327. **Subscribe by mail** on 08330 168 128

328. **Subscribe by text** on 08330 168 128

329. **Subscribe by email** on 08330 168 128

330. **Subscribe by social media** on 08330 168 128

331. **Subscribe by app** on 08330 168 128

332. **Subscribe by website** on 08330 168 128

333. **Subscribe by phone** on 08330 168 128

334. **Subscribe by mail** on 08330 168 128

335. **Subscribe by text** on 08330 168 128

336. **Subscribe by email** on 08330 168 128

337. **Subscribe by social media** on 08330 168 128

338. **Subscribe by app** on 08330 168 128

# Brand Exposure in the Promotional Campaign

All our sponsorship packages come with branding opportunities weaving them through the marketing campaign. **The level of exposure varies based on sponsor level and package**

The event has a significant BTL, ATL and PR marketing campaign aimed at attracting active gardeners to the show with a dedicated website. The Event is marketed to core gardeners from varying data sets:

- Immediate Live BBC Gardeners' World Database
- Immediate Live BBC Gardeners' World Social followers
- BBC Gardeners' World Magazine and .com data
- BBC Gardeners' World Subscribers
- English Heritage Members

The campaign will reach in excess of approx.: 1.5m targeted gardeners

Here are some **example elements** that can be included in packages:

## Branding

- Logo in sponsor/supporter section: of GWAF.com
- Dedicated feature page on GWFA.com with logo, hyperlink, opportunity for promotional copy & banner (artwork by sponsor)
- Logo in footer of GWAF emails to bookers and prospects
- Rotating banner on the GWAF.com home page (artwork by sponsor)
- Banner inclusion in at least one GWAF email – (artwork by sponsor)
- Incorporation into relevant onsite branding

## Content Marketing

- Opportunity for a native content blog post, aligned to the relevant feature
- Opportunity to discuss additional content creation for Social Media
- Editorial mention in one email
- Editorial mention in the Show Gardens Press release if relevant
- Social media mentions to tag sponsor where appropriate
- Mention in the highlights press releases if relevant



# Headline Sponsorship Case Study:



## BBC Gardeners' World Spring Fair sponsored by Hillier

Since launching in 2021 Hillier Garden Centres & Nurseries have been headline sponsor at BBC Gardeners' World Spring Fair securing valuable engagement with swathes of gardeners:

### The Hillier Experience:

- A garden feature (has ranged from 65m<sup>2</sup> up to 140m<sup>2</sup> in 2023) hosting a range of Hillier flora, furniture and products bursting with Spring inspiration
- Expert 121 advice hubs positioned in close proximity to their showcase garden
- A large retail space hosting a wide range of seasonal plants
- Opportunity for visitors to sign up to the Hillier Garden Club membership
- Sessions on the magazine stage hosted by Hillier plant experts

**The sponsorship has been so successful for Hillier over the past 3 years they have just confirmed for a further 3 years to 2026.**

Watch the Hillier  
Headline  
Sponsorship Video



## Stage sponsorship Case Study:



## BBC Gardeners' World Magazine Stage sponsored by Regent Seven Seas Cruises

Regent Seven Seas cruises joined us at our BBC Gardeners' World Spring & Autumn Fairs in 2022 to sponsor the main stage and repeated the opportunity into both 2023 events

### Objective

Regent Seven Seas Cruises are looking to raise awareness of the brand with a premium target audience and conduct data capture and lead generation for future communication

### Activity

- Sponsorship of the BBC Gardeners' World Magazine Stage
- 1 session a day on Gardens / Plants of the World focusing on each destination / itinerary Regent offer and the flora found to explore once there.
- 5m x 5m Engagement stand, where a data capture competition was available for visitors to enter
- A dedicated email to "Affluent Seniors" post show as a further touchpoint to reinforce the engagement at the show.

Watch the Regent  
Seven Seas Cruises  
Sponsorship Video



## Next Steps:

These are initial ideas for sponsorship and a starting point for you to understand how you can inspire and influence thousands of targeted gardeners in a memorable environment.

Once we know your objectives we can work together to create a bespoke package to ensure you get the most out of working with us and our incredible event to ensure your objectives are achieved

We look forward to discussing further with you

## CONTACTS:

### Emily Cloke

Event Director – Gardening Division

[Emily.cloke@immediate.co.uk](mailto:Emily.cloke@immediate.co.uk)

### Lucy Tremlett

Head of Horticultural Division

[Lucy.tremlett@immediate.co.uk](mailto:Lucy.tremlett@immediate.co.uk)

Licensed by  
**BBC**  
STUDIOS

