

SPONSORSHIP PACKAGE OPTIONS



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BRONZE SPONSORSHIP PACKAGE

£500*

*Costs and packages can be adjusted to suit your specific requirements



IN SHOW PROMOTION

- Company Logo on Sponsors Board
- One Banner space in the Showground

PRE SHOW PROMOTION

- One Half Page Advert in the A5 the Show Programme
- Included in the list of sponsors in the Show Programme

ONLINE PROMOTION

- Logo listed on TFS website homepage, with a click through link
- One dedicated post on TFS Social Media channels - Facebook, Instagram, Threads, X, and LinkedIn
- Plus potential shares and mentions throughout the year

TICKETS

- Four Weekend Show Passes
- Two Show Programmes

SILVER SPONSORSHIP PACKAGE

£1,200*

*Costs and packages can be adjusted to suit your specific requirements



IN SHOW PROMOTION

- 3mtr Frontage x 3mtr Depth outside trade space within the Showground
- Company Logo on Sponsors Board
- One Banner space in the arena

PRE SHOW PROMOTION

- One Half Page Advert in the A5 the Competition Schedule (December deadline)
- One Half Page Advert in the A5 the Show Programme
- Included in the list of sponsors in the Show Programme
- Company Flyer (to be produced and provided by sponsor) to be included in the TFS Members mailing in June

ONLINE PROMOTION

- Logo listed on TFS website homepage, with a click through link
- Two dedicated posts on TFS Social Media channels - Facebook, Instagram, Threads, X, and LinkedIn
- Plus potential shares and mentions throughout the year
- Opportunity for staff and branding to appear in TFS social media feeds throughout the Show

HOSPITALITY & TICKETS

- Trader Pack (two trader passes, and one trader parking pass)
- Four Weekend Show Passes
- Four Show Programmes

GOLD SPONSORSHIP PACKAGE

£2,500*

*Costs and packages can be adjusted to suit your specific requirements



IN SHOW PROMOTION

- 3mtr Frontage x 3mtr Depth outside trade space in a Prime location
- Company Logo on Sponsors Board
- Two Banners (to be produced and provided by sponsor), one will be placed around the arena, and one elsewhere in the Showground
- Air Time on Showground Commentary system

PRE SHOW PROMOTION

- One Full Page Advert in the A5 the Competition Schedule (December deadline)
- One Full Page Advert in the A5 the Show Programme
- Included in the list of sponsors in the Show Programme
- Logo Added to Show Leaflet (print run of 4,000, distributed around Taunton)
- Company Flyer (to be produced and provided by sponsor) to be included in the TFS Members mailing in June

ONLINE PROMOTION

- Logo listed on TFS website homepage, with a click through link
- Three dedicated posts on TFS Social Media channels - Facebook, Instagram, Threads, X, and LinkedIn
- Plus potential shares and mentions throughout the year
- Opportunity for staff and branding to appear in TFS social media feeds throughout the Show

HOSPITALITY & TICKETS

- Trader Pack (two trader passes, and one trader parking pass)
- Ten VIP Weekend Show Passes (includes access to members marquee)
- Five Show Programmes
- Five Parking Passes
- Reserved space for ten people in the Members Marquee for Afternoon Tea. (Any food and drink purchased must be paid direct to the catering team at the Show).

PLATINUM SPONSORSHIP PACKAGE

£6,000*

*Costs and packages can be adjusted to suit your specific requirements



IN SHOW PROMOTION

- 6m x 9m outside pitch in premium position
- Provision of a 6mx9m curved framed marquee & furniture to host your guests, or Show visitors
- Company Logo on Sponsors Board
- Three Banners (to be produced and provided by sponsor), two will be placed around the arena, and one elsewhere in the Showground
- Air Time on Showground Commentary system

PRE SHOW PROMOTION

- Full Back Page Advert in the A5 the Competition Schedule (December deadline)
- One Full Page Advert in the A5 the Show Programme
- Included in the list of sponsors in the Show Programme
- Logo Added to Show Leaflet (print run of 4,000, distributed around Taunton)
- Company Logo to be added to a Members Newsletter
- Company Flyer (to be produced and provided by sponsor) to be included in the TFS Members mailing in June

ONLINE PROMOTION

- Logo listed on TFS website homepage with editorial space, and a click through link
- Four dedicated posts on TFS Social Media channels - Facebook, Instagram, Threads, X, and LinkedIn
- Plus potential shares and mentions throughout the year
- Opportunity for staff and branding to appear in TFS social media feeds throughout the Show

HOSPITALITY & TICKETS

- Trader Pack (Four trader passes, and two trader parking passes)
- Forty Weekend Show Passes, 10 of which have access to the members marquee
- Forty Show Programmes
- Ten Parking Passes

CORPORATE MEMBERSHIP PACKAGE

£500*

*Costs and packages can be adjusted to suit your specific requirements



MEMBERSHIPS

Ten Single Memberships, which include:

- Member's Pack, with tickets for the Show, access to the members marquee, Show programme and Members marquee and catering details.
- Early entry at 9:30am to the Show on Friday.
- Parking Ballot - access to a ballot for car parking on one or both days of the show, with parking right next to the show for easy access.
- Free entry into the Competitions, Schedule sent on launch in February.
- Extra Benefits - Discounts available with some local businesses and with some regional shows in Devon and Somerset. For 2024 we have already negotiated discounts to Bath and West Show, Mid Devon Show and Mid Somerset Show, with more to follow.

PROMOTION

- One quarter page advert in the A5 Show Programme
- Included in the list of sponsors in the Show Programme
- Company Logo on Sponsors' Board at the Show
- Sponsor will be listed on the sponsors' page on the Show website with a click through link to their website.

ADDITIONAL ITEMS AND UPGRADES

Can include, but not limited to:

- Additional memberships.
- Guaranteed parking.
- Company banner in the Showground or around the arena.
- Increase to larger advert in the programme.
- Online advertising through social media channels.
- Company details circulated via newsletters and/or mailings.

Any additions or upgrades will alter the price of the sponsorship package

TAILORED SPONSORSHIP PACKAGE



£ T B C *

*Minimum spend £500
Costs and packages can be adjusted
to suit your specific requirements

YOUR NEEDS, YOUR BUDGET

- Whether you are looking to increase your brand awareness, you'd like to offer clients a day of hospitality, or you just wish to support a local charity, we can work within your budget and put together a package that's right for you.
- There's an array of options available, or if you have something specific in mind please get in touch.
- Do you have something to offer us? We are happy to discuss a Contra package too!

HERES WHAT OUR SPONSORS SAY

"...The show is a fantastic way to spread your brand awareness. The value for money compared to other 'advertising' methods is fantastic.

On top of all that we get to spend two days basking in the atmosphere of thousands of local people having a great time, it's infectious!"

Jonathan Hunt, MD
The Property Centre

"For us, the Taunton Flower Show (TFS) is so much more than a flower show but is an integral part of the local community; our involvement gives us a true connection to Taunton and the surrounding area.

Notwithstanding this, its appeal is far reaching with our clients travelling from far and wide to enjoy the day, the atmosphere and the varied entertainment that is part and parcel of the TFS!"

Greg Sellers, Senior Investment Manager
Hawksmoor Investment Management Limited

WITH THANKS TO OUR 2023 SPONSORS



Charity Number 1103853

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