



TAUNTON FLOWER SHOW 2026

7TH & 8TH AUGUST
VIVARY PARK, TAUNTON

Marquee Sponsorship Options

PUT YOUR BUSINESS IN VIEW OF 14,000
VISITORS OVER 2 DAYS AT THE OLDEST
FLOWER SHOW IN THE UK

WWW.TAUNTONFS.CO.UK

WELCOME TO TAUNTON FLOWER SHOW

Taunton Flower Show is an excellent opportunity to promote your brand and support a local charity. It's a fantastic way for local businesses to get seen and connect with thousands of visitors. With strong community buzz, social media chatter and plenty of press attention, Taunton Flower Show is an excellent opportunity to promote your brand, support a local charity and connect with thousands of visitors.

Celebrating Taunton's heritage

Founded in 1831, Taunton Flower Show is the UK's oldest and the world's second oldest flower show. Originating at Market House and now held in Vivary Park, it has become a major local festival focused on horticulture. The Competition Marquee draws increasing entries from the community and national recognition. With horticulture always at the heart, the show has grown significantly in the last 195 years into the festival it has become today.



The show is so much more than flowers...

Music stages, Arena acts, Children's village and Artisan Village, there is so much to see and do at Taunton Flower Show.

- A popular destination for coach trips from out of town as well as Taunton locals.
- Attracts visitors from all over the South west and as far away as London.
- Must see attractions like The Designer Gardens Competition, where participants create a small garden in 4 days as the show is set up.
- Ready Steady Garden sees amateurs competing against each other to create large planters in 40 minutes
- Floral Marquee hosts fantastic floral displays, with each trader or society competing for awards and prize money.

We want sponsorship of Taunton Flower Show to work for you and have tailor made our packages to suit the needs of local businesses.



Average Visitor Experience Rating

2025 SHOW IN NUMBERS

Taunton Flower Show is an excellent opportunity for local businesses to get seen and connect with thousands of visitors, raising your profile and seeing real results.

14,000+ Visitors

Visitors travelled an average of 40 miles, attending from across the South West and as far as London.

£1M+ Economic Impact

Supporting businesses across Taunton and the surrounding area.

Regional Media Spotlight

Coverage from Somerset County Gazette, BBC Points West, ITV West Country, BBC Somerset and Somerset Life.

Expanding Digital Reach

7,000+ followers, 96,000 social views in peak months, and 111,000 website visits in 2025.

New for 2026: 5,000+ Email Subscribers

Direct access to a rapidly growing audience.



246 Trade stands

2460+ Competition Entries

600 members

400 Volunteers

PACKAGE CONTENTS

There are several marquees throughout the show, and they are very popular amongst all the visitors to the show.

The marquee to become **'The ## Marquee sponsored by...'**



ONLINE & PRINT

- Logo featured on sponsors section & homepage of website.
- Logo and acknowledgement in email newsletters, social media and on website.
- Advert in Show Programme*

SHOW DAYS

- Sponsor name included in PA announcements
- Name on show map by the Marquee
- Logo on the sponsors board
- Advertising banners at the entrance to the marquee.
- Area for promotion in the marquee
- Day tickets to the show with access to the members marquee**

Over 90% of attendees visit the marquees during their time at Taunton Flower Show.

*Size of advert depends on package

**number of passes depends on package

ARENA MARQUEES

BBC Garden
Rescue star Chris
Hull in 2025



FLORAL MARQUEE

One of the main marquees at the show attracting all visitors to the amazing floral displays, talks and plant sell off on Saturday afternoon. A high traffic area with all visitors passing through the Floral Marquee, either to see the magnificent displays or hear the celebrity guests on the talk stage.

£3000



COMPETITION MARQUEE

Celebrating the best of the community, this is host to the Competitive Classes. These classes are entered by amateurs all across the community and attracted record entries in 2025. It is a must see for all visitors and it always bustling!

£3000

PACKAGE EXTRAS

- Airtime on both days on the Showground, either pre written or live
- Feather Banners outside the entrances to the marquees
- Full Page advert in Show Programme
- 10 day tickets to the show with access to the members marquee*
- Both Marquees are often featured heavily on media coverage of the show.

SHOWGROUND MARQUEES

MEMBERS MARQUEE

£1500

Located at the side of the Arena and in a high traffic area, the Members Marquee is host to members, sponsors and judges providing food and refreshments and outside space for guests to enjoy the sights and sounds of the show.

PACKAGE EXTRAS

- Featured in all members promotion and newsletters
- Leaflet in Members mailing, targeting our members demographic of people over 50
- Feather Banners outside the entrances to the marquee
- 6 day tickets to the show with access to the members marquee*
- ½ Page advert in Show Programme



ARTISAN MARQUEE

£1000

The most popular marquee amongst traders, supporting local crafters and artisan food stalls Nestled in the Artisan village, it is a popular destination for visitors.

PACKAGE CUSTOMISATIONS

All the above packages can be customise to suit the goals and needs of your business

PUT YOUR LOGO FRONT & CENTRE

- Your logo can appear across key show materials and platforms, including:
- Show Website – homepage, What's On page or sponsored areas
- Show Map – when sponsoring a specific zone or the official map
- Show Timetables – featured across social media, the website, printed programme and showground signage
- Social Media Posts
- Show Passes
- Email Signatures
- Monthly Email Newsletter
- Member and Volunteer Communications



GET YOUR BRAND SEEN

- Your business will be promoted before and throughout the show, reaching thousands of engaged visitors.
- Opportunities include:
- Social media promotion across Facebook, Instagram, TikTok and X
- Banner advertising around the main arena and showground
- PA announcements during the event
- Advertising in the 3,500 print run of Show Programme



BE PART OF THE EXPERIENCE

- Bring your brand directly to the audience with a dedicated stand at the show, giving you the opportunity to engage with visitors, showcase products or services and build brand recognition.

HOST, NETWORK & IMPRESS

Sponsorship packages can include hospitality opportunities, allowing you to:

- Host valued clients
- Network with other businesses and partners
- Reward staff with a memorable event experience

★ Be part of Somerset's Longest-Running Event ★

CONTACT US

We would love to have the opportunity to discuss how your brand can benefit from sponsoring Taunton Flower Show.

Please contact Beccy Fox (Show Manager)

beccy@tauntonfs.co.uk

01823 332010

0779 440 7758

www.tauntonfs.co.uk

