



# TAUNTON FLOWER SHOW 2026

7<sup>TH</sup> & 8<sup>TH</sup> AUGUST  
VIVARY PARK, TAUNTON

## Area 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](http://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

The area to become **'The ##### sponsored by...'**

## ONLINE & PRINT

- Logo on sponsors section & homepage of website.
- Logo and acknowledgement in email newsletters, social media and on website.
- ½ page advert in Show Programme

## SHOW DAYS

- Sponsor name included in PA announcements.
- Name featured on show map in show area.
- Logo on the sponsors board.
- Advertising banner to be displayed in the area
- Day tickets to the show with access to the members marquee\*

Over 80% of attendees reporting visiting two of more areas during the visit

Multiple zones for naming, signage & engagement for sponsors



\*number of passes depends on package

Thousands of photos and videos are taken by visitors and official show photographers so the visibility doesn't just stop when the show ends

# AREAS

## DESIGNER GARDENS

**£1500**

Designers have 4 days to create a garden in Vivary Park, with judging taking place on Friday. Visitors also get to vote for the peoples choice award. This is a high traffic area with over 87% of visitors reporting to visiting this area. It is also featured heavily on media coverage.

### PACKAGE EXTRAS

- Airtime at the awards/cup presentation on Friday at 10:30 and Peoples choice presentation on Saturday at 15:00
- 6 day tickets to the show with access to the members marquee



## PLANT VILLAGE

**£1000**

Showcasing local nurseries, visitors flock to this area to get their plants and expert advice from traders. Over 80% of attendees visit this area so it is great way to connect with garden-focused audiences.

### PACKAGE EXTRAS

- Banners over both entrances to the plant village, maximising reach.
- 4 day tickets to the show with access to the members marquee

## ARTISAN VILLAGE

**£1000**

The most popular area amongst traders, supporting local crafters and artisan traders. Set in Wilton Lands, this area is always busy and really brings the festival vibes. 81.8% of visitors come through this area to visit the traders and the music stage,

### PACKAGE EXTRAS

- Opportunity for feather banners at Wilton ticket gate entrance (sponsor to provide or TFS to provide if committing to 3 year deal).
- 4 day tickets to the show with access to the members marquee



## CHILDRENS VILLAGE

**£1000**

Children come free with a paying adult into Taunton Flower Show and the childrens area provides face painting, crafts and entertainment, all for free, making it an affordable day out for families.

### PACKAGE EXTRAS

- Opportunity for feather banners at area entrance (sponsor to provide or TFS to provide if committing to 3 year deal)
- 4 day tickets to the show with access to the members marquee

# 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)

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