



TAUNTON  
**FLOWER  
SHOW** 2026

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

# Entertainment 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 show is more than just flowers, and the music stages and the arena provide entertainment for the whole family and bring festival vibes amongst the grand setting of Vivary Park in Taunton.

The arena/stage becomes **'The ##### sponsored by...'**  
**'Arena Act sponsored by...'**

## ONLINE & PRINT

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



## SHOW DAYS

- Sponsor name included in PA announcements about the area, or by the hosts of the stage.
- Name featured on show map.
- Advertising banner to be displayed around the area\*\*
- Day tickets to the show with access to the members marquee\*\*\*

\*size dependant on page

\*\*arena package to include two banners

\*\*\*number of passes depends on package

# ARENA SPONSOR £2000

One of the most popular areas of the show, this year seeing the return of crowd pleasing horse act, Jonathon Marshall and family favourite Dangerous Steve.

## THE ARENA IN NUMBERS

- 2 in 3 Visitors pass by the Arena
- That's approximately 8400 eyes on your brand
- 12 hours of live entertainment over 2 show days
- Thousands of photos and videos taken by visitors and official show photographers so the visibility doesn't just stop when the show ends
- PA Shoutouts every time the Arena is mentioned

## PACKAGE EXTRAS

- Airtime on both days on the Showground, either pre written or live
- Feather Banners on the corners of the arena
- ½ page advert in Show Programme
- 6 day tickets to the show with access to the members marquee\*



# MUSIC SPONSOR

## £1500



The show features two busy music stages, each bringing its own unique atmosphere. The Artisan Stage, hosted by Apple FM, sits at the heart of the Artisan Village and provides a lively centrepiece for the area, showcasing fantastic local talent throughout the day. Next to one of Vivary Parks Centre Pieces, the Fountain Stage offers relaxed, easy-listening performances hosted by 10Radio, creating the perfect backdrop as visitors enjoy local food and drink. Together, the stages deliver two full days of high-quality live music.

### THE MUSIC STAGES IN NUMBERS

- 2 live music stages delivering continuous entertainment
- 2 full days of incredible performances from talented local musicians
- Up to 20 live sets across the weekend, drawing consistent crowds
- High-dwell areas with catering and seating where visitors naturally stop, listen, film and share
- Thousands of visitors passing both stages throughout the show
- Prime branding opportunities on stage banners, PA announcements and performance backdrops
- Creates a vibrant festival atmosphere, making the sponsor part of the show's most memorable moments

### PACKAGE EXTRAS

- Opportunity for feather banners at both stages (sponsor to provide or TFS to provide if committing to 3 year deal)
- ½ page advert in Show Programme
- 6 day tickets to the show with access to the members marquee\*



HEADLINE  
ACT

# ARENA ACT SPONSOR

## JONATHAN MARSHALL

Back by popular demand is Jonathan Marshall, who last joined us in 2022 wowed the crowd with his breath taking, horseback and falconry performance with his stunning horse, Amadeus.

### PACKAGE CONTENTS:

- Mentions on all material about the arena act
- Airtime on the PA during show
- Banner around the arena
- 4 x 1 day show tickets
- ¼ advert in programme

**£1000**



## MEIRION OWEN

Meirion delivers a high-energy sheepdog display packed with skill, precision and humour, as his champion Border Collies work ducks or sheep on voice and whistle alone and one lucky audience member even gets to join in.

### PACKAGE CONTENTS:

- Mentions on all material about the arena act
- Airtime on the PA during show
- Banner around the arena
- 4 x 1 day show tickets
- ¼ advert in programme

**£800**



## DANGEROUS STEVE

New to the Flower Show, Dangerous Steve brings a non-stop, thrill-a-minute stunt show packed with quad bike jumps, motorbike tricks, and his unique one-wheel upside-down roll, a daring stunt only he can perform. A guaranteed crowd-pleaser!

### PACKAGE CONTENTS:

- Mentions on all material about the arena act
- Airtime on the PA during show
- Banner around the arena
- 4 x 1 day show tickets
- ¼ advert in programme

**£800**



# 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



## 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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