



TAUNTON FLOWER SHOW 2026

7TH & 8TH AUGUST
VIVARY PARK, TAUNTON

Principal Sponsorship

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

PRINCIPAL SPONSOR - PACKAGE DETAILS

The show to become 'Taunton Flower Show sponsored by...' and your brand across the whole show, both before, during and after the event

ONLINE & PRINT

- Logo featured on sponsors section & homepage of website.
- Logo featured on all email newsletters, social media and across the website.
- Full Page advert in Show Programme

SHOW DAYS

- Sponsor name included in PA announcements.
- Airtime on both days on the Showground, either pre written or live
- Name prominently on show map, show leaflets and posters
- Logo on the sponsors board
- 4 advertising banners around the showground and arena
- Feather banners at the Town Gate and Mount Gate entrance to the show
- 9x6m stand in a prime position around the arena for promotion
- 30 day tickets to the show with access to the members marquee
- Opportunity to host clients, staff or network with other businesses with a booked meal for up to 10 people on either Friday or Saturday

£7500



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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