



Taunton flower show



SPONSORSHIP OPPORTUNITIES

Friday 7th and Saturday 8th August 2026

Vivary Park, Taunton

www.tauntonfs.co.uk

SPONSORING THE 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, it's a great chance to raise your profile and see real results.

Brand Visibility

Sponsoring the Taunton Flower Show provides an unparalleled opportunity for local businesses to enhance their visibility within the local and wider community. By aligning with a well-loved event, your brand will be prominently showcased to an engaged audience, creating lasting impressions and fostering loyalty. This direct exposure can significantly elevate your business profile, attracting new customers and strengthening relationships with existing ones.

Community Connection

Engaging in sponsorship allows your business to connect deeply with the community. By supporting an event that celebrates local culture and creativity, you demonstrate commitment to the area, fostering goodwill. This involvement attracts positive attention and positions your brand as a community leader, helping you to build valuable relationships with other local businesses and potential partners, ultimately enhancing your networking opportunities.





COMMUNITY IMPACT

The Taunton Flower Show serves as a **catalyst for community engagement**, bringing together people from all walks of life. 2025 saw our biggest number of entrants in the Competition Marquee and is fast becoming a prestigious regional show. By sponsoring this event, your brand can be at the forefront of a vibrant community tradition that showcases the best of Taunton's horticultural excellence and brings a festival vibe to Taunton for 2 days in August.

With thousands of attendees each year, the Flower Show highlights the importance of **local partnerships**. Sponsorship provides an opportunity for businesses to demonstrate their commitment to the community, enhance brand visibility, and connect with potential customers. Your support can help cultivate a flourishing environment for all, ensuring the legacy of this cherished event continues to thrive.

2025 OVERVIEW



- Over 14,000 visitors in 2025
- More than 2460 Competition Entries
- Over 7,000 followers on social media
- Visitors drove an average of 40 miles to attend the show.
- Visitors from all over the South West.
- Media Coverage in Somerset County Gazette, BBC Points West, ITV West Country, BBC Somerset, Somerset Life



“...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



The annual economic impact of Taunton Flower Show on the local area is valued at about £1 million and is of benefit to businesses in the area, reaching visitors from all over the South West.

SPONSORSHIP PACKAGES

We want sponsorship of Taunton Flower Show to work well for your business. We endeavour to ensure that packages are tailor-made to suit the individual needs of our sponsors which can include:

- Branding opportunities, for example through banners, socials, advertising and area sponsorship.
- Commentary announcements
- Inclusion within the substantial Show promotional campaign
- Specific sponsorship of key events and areas within the show

We also have several 'off the shelf' packages available but we are happy to adapt those to cater for your individual needs.



BRAND ADVERTISING £650

Advertise your brand with advertising across the whole show with day passes included.

BRAND PRESENCE from £800

A stand at the show with opportunities to engage with visitors, as well as advertising across areas of the show. Price is dependant on size of trader stand

CORPORATE HOSPITALITY £1200

Advertise your brand and treat colleagues/clients with Day passes and a booked space for 10 people to have lunch/afternoon tea in members marquee.

CORPORATE MEMBERSHIP £500

10 single memberships to the Show, including full access to the members marquee and other benefits. 1/2 page advertising in the Show Programme

AREA SPONSORSHIP from £1500

Your branding on a certain area of the show as well as advertising across the show. Day passes included.



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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