



Park Garden Trail 2019

Advertising & Sponsorship Opportunities

Overview

The Park Estate was built mainly during the Victorian era and is a unique location - close to Nottingham City Centre but completely separated by its landscape and architecture.

The 24th Park Garden Trail (PGT) is being held on Sunday 23rd June 2019 and embraces a wide variety of open gardens and related activities. PGT is a well-established event in the heart of the city that attracts thousands of visitors – locally and from further afield – who are interested in gardens, architecture, conservation and heritage. Visitors are keen to experience, for just one day every two years, the unique quality of The Park's private gardens and hidden places. As well as the gardens, there is much to see and do – soaking up the “village fete” atmosphere, walking the wide leafy pavements (still lined with the original gas streetlamps) visiting the immense tunnel or catching glimpses of Nottingham's caves set into the sandstone cliffs. Food, drink, entertainment and children's activities are offered in The Park's central hub, Newcastle Circus.

Key Numbers!

- 🌿 24th anniversary, Sunday 23rd June 2017, 1pm – 6pm, Park Estate, Nottingham NG7
- 🌿 20+ gardens expected to be open
- 🌿 5000+ visitors expected
- 🌿 c.5000 people engage with us through social media
- 🌿 £26k raised at PGT 2017, £166,000 donated to local charities since 1986
- 🌿 101 (approximately!) ways for the public to enjoy themselves

Advertising

The A5 [programme \(PGT2017 sample at this link\)](#) is given to all visitors (approximately one per couple). It includes various informative articles, a centrefold map and interesting snippets about The Park. Our aim is for the programme to be an enjoyable read which visitors will keep to remind them of the day. The programme is also converted to PDF after the event and so is still downloaded and viewed up to 24 months later. You may wish to include a promotional voucher within your ad, as this further ensures our visitors retain the programme – and your advertisement – for longer!



Photo: Sam Kirby

Our advertising rates are still at 2013 prices so are still very good value for money...

- **£50** quarter page
- **£80** half page
- **£150** full page

Advertising copy to be submitted by 3rd May 2019.



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Sponsorship

PGT offers a number of benefits to your organisation for your very kind sponsorship:

- ☼ Support small local charities and the community
- ☼ Link your brand with a popular, long-standing event, held within a prestigious environment, that promotes heritage, culture and conservation
- ☼ Raise your profile with 5000+ local people
- ☼ Promote your company's good news stories through our social media channels

In keeping with The Park's traditional setting, and to ensure that your company logo receives maximum attention, we offer only a limited number of Tree Tops sponsorship packages, which are exclusive to industry sector within that tier.

Tree Tops Sponsorship £500

- ☼ Sponsorship of a popular feature* garden, with your company logo on associated signage
- ☼ Full page advertisement in the PGT2019 [programme \(PGT2017 sample at this link\)](#)
- ☼ Your company logo on the PGT2019 programme cover
- ☼ Your company logo and description on our website and programme Thank You pages
- ☼ Tickets for 8 guests to Park Garden Trail, including Strawberries & Fizz at our popular garden

Grass Roots Sponsorship £125

- ☼ Sponsorship of any other "non-feature*" garden, entertainment or activity, with your company logo on associated signage
- ☼ Quarter page advertisement in the PGT2019 [programme \(PGT2017 sample at this link\)](#)
- ☼ Your company logo on our website and the PGT2019 programme Thank You pages

* "feature" gardens are those offering Cream Teas, Strawberries & Fizz, Ice Cream, Pimms or Cocktails

Other Sponsorship Opportunities from £100

Please contact us if you are interested in sponsoring any other aspect of PGT, or if you would like to offer sponsorship in kind.

Terms

50% payment on agreement, 50% on submission of advertising copy (by 3rd May 2019)