



# Park Garden Trail 2023

## 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 25<sup>th</sup> Park Garden Trail (PGT) is being held on Sunday 11<sup>th</sup> June 2023 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

- 🌿 25<sup>th</sup> anniversary, Sunday 11<sup>th</sup> June 2023, 1pm – 6pm, Nottingham Park Estate, NG7
- 🌿 20+ gardens expected to be open
- 🌿 5000+ visitors
- 🌿 c.5000 people engage with us through social media
- 🌿 £31.5k raised at PGT 2023, £197,500 donated to local charities since 1986
- 🌿 101 (approximately!) ways for the public to enjoy themselves
- 🌿 £5 - £7.50 ticket price (same as 2019)

### Advertising

The A5 [programme \(PGT2019 sample at this link\)](#) 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!

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 10<sup>th</sup> April 2023

### 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



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### Platinum Sponsorship £POA (Limited to one sponsor)

- ⊗ Branded as our Platinum Sponsor on Newcastle Circus with your company logo on associated signage
- ⊗ Full page editorial about organisation in PGT 2023 programme
- ⊗ Full page ad in PGT 2023 programme (see link to PGT2019 programme above)
- ⊗ Your company logo on the PGT 2023 programme cover
- ⊗ Part of our pre-event marketing campaign – aim is to include newspaper, radio and TV
- ⊗ Your company logo and description on our website, and programme Thank You page
- ⊗ Invitation for 6 guests to networking drinks party with other sponsors pre-event
- ⊗ Tickets for 8 guests to Park Garden Trail
- ⊗ Marketing benefits on our social media channels

### Gold Sponsorship £1500

- ⊗ Branded as a Gold Sponsor of a Premium\* garden with your company logo on associated signage
- ⊗ Full page ad in PGT 2023 programme (see link to PGT2019 programme above)
- ⊗ Your company logo on the PGT 2023 programme cover
- ⊗ Part of our pre-event marketing campaign – aim is to include newspaper, radio and TV
- ⊗ Your company logo and description on our website, and programme Thank You page
- ⊗ Invitation for 4 guests to networking drinks party with other sponsors pre-event
- ⊗ Tickets for 6 guests to Park Garden Trail
- ⊗ Marketing benefits on our social media channels

In keeping with The Park's traditional setting, and to ensure your company logo receives maximum attention, Gold sponsorship packages are limited, and exclusive to industry sector.

\* Premium gardens are those offering Cream Teas, Strawberries & Fizz, Ice Cream, Pimms/Cocktails

### Bronze Sponsorship £500

- ⊗ Quarter page advertisement in PGT 2023 programme (link to PGT2019 programme above)
- ⊗ Quarter page advertisement in PGT 2023 programme (link to PGT2019 programme above)
- ⊗ Your company logo and description on our website, and programme Thank You page
- ⊗ Tickets for 2 guests to Park Garden Trail
- ⊗ Marketing benefits on our social media channels

### Other Sponsorship

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 10<sup>th</sup> April 2023)