



Park Garden Trail 2023

Advertising and 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 25th Park Garden Trail (PGT) is being held on Sunday 11th 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

- 🌳 25th anniversary, Sunday 11th June 2023, 1pm – 6pm, Park Estate, Nottingham NG7
- 🌳 20+ gardens expected to be open
- 🌳 5,000+ visitors expected (several hundred tickets already sold online)
- 🌳 c.5,000 people engage with us through social media
- 🌳 £31k raised at PGT 2019; nearly £200,000 donated to local charities since 1986
- 🌳 101 way (approximately!) for the public to enjoy themselves on the day

Advertising

The A5 programme ([PGT 2019 programme sample by... - Flipsnack](#)) 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 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 10th 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 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.



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Platinum Sponsorship £POA

- ⊗ 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 [PGT 2019 programme sample by... - Flipsnack](#)
- ⊗ 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 pages
- ⊗ Invitation for 6 guests to networking drinks party with other sponsors pre-event
- ⊗ Tickets for 8 guests to Park Garden Trail
- ⊗ Your company logo on our website, programme and on-site signage as Platinum sponsor
- ⊗ Marketing benefits on our Facebook, Instagram, Twitter and LinkedIn entries

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 [PGT 2019 programme sample by... - Flipsnack](#)
- ⊗ 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 pages
- ⊗ Invitation for 4 guests to networking drinks party with other sponsors pre-event
- ⊗ Tickets for 6 guests to Park Garden Trail
- ⊗ Your company logo on our website, programme and on-site signage as Gold sponsor
- ⊗ Marketing benefits on our Facebook, Instagram, Twitter and LinkedIn entries

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

Silver Sponsorship £500

- ⊗ Branded as a Silver Sponsor of a garden with your company logo on associated signage
- ⊗ Half page advertisement in PGT 2023 programme (PGT2019 sample at this link)
- ⊗ Your company logo and description on our website and programme Thank You pages
- ⊗ Invitation for 2 guests to networking drinks party with other sponsors pre-event
- ⊗ Tickets for 4 guests to Park Garden Trail
- ⊗ Your company logo on our website, programme and on-site signage as Silver sponsor
- ⊗ Marketing benefits on our Facebook, Instagram, Twitter and LinkedIn entries

Bronze Sponsorship £250

- ⊗ Quarter page advertisement in PGT 2023 programme (PGT2019 sample at this link)
- ⊗ Your company logo and description on our website and programme Thank You pages
- ⊗ Tickets for 2 guests to Park Garden Trail
- ⊗ Your company logo on our website, programme and on-site signage as Bronze sponsor
- ⊗ Marketing benefits on our Facebook, Instagram, Twitter and LinkedIn entries

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 10th April 2023)