

Trade Rates & Sponsorship Options

National Amateur Gardening Show



South of England Showground,
Ardingly in West Sussex

12th & 13th July 2025

THE NATIONAL Amateur GARDENING SHOW 2025

- 🎯 A great place to find the UK's most passionate and high-spending gardening enthusiasts*
- 📍 30,000 sqm across multiple 'zones' to deliver the most engaging and exciting day out
- 👤 Estimated 16,000 visitors across the weekend

THE BRILLIANT NATIONAL AMATEUR GARDENING SHOW HAS RETURNED!

Following the hugely successful relaunch of the UK's original (and best) gardening magazine brand, the show promises to be the most varied and exciting gardening event of the season.

Gardening... and much more!

The Show will bring the longest-running, best-loved gardening magazine to life in vivid colour! But we're planning much more than just plants – the Showground will see a weekend celebration of all the very best garden-related inspiration, **plus** artisan food, an English wine zone, country craft, wellbeing, pets, a VIP area... and more.

With plenty of space across both indoor and outdoor zones, we're planning expert talks and Q&As, demos and displays.

Who you'll reach at the show

We reach the nation's most passionate gardeners and this will be a busy and varied show attracting affluent visitors keen to explore, engage and spend.



30,000 SQM

OF BOTH INDOOR AND
OUTDOOR SPACE,
ORGANISED INTO ZONES



16K VISITORS

A TARGET OF 16,000
PASSIONATE GARDENERS
ACROSS THE 2 DAYS



**FLEXIBLE
SOLUTIONS**

COST-EFFECTIVE SOLUTIONS TO
SUIT YOUR BUDGET &
OBJECTIVES

Across 30,000 square metres of both indoor and outdoor space, the show will deliver on many of the most important passions for British people. The show's zones include:

- ❖ Welcome Area zone
- ❖ Gardening (plants & seeds) zone
- ❖ Gardening (machinery, tools & structures) zone
- ❖ Talks & VIP zone
- ❖ Food & Drinks zone
- ❖ Home, Lifestyle & Wellbeing zone
- ❖ Craft zone
- ❖ English Wine zone
- ❖ Pets zone
- ❖ Kids zone



The typical Amateur Gardening person earns more than the national average and are 75% more likely to enjoy entertaining people at home.

They're 2.5 times more likely to say they "change their home decor as often as they can" and they're over 3 times more likely to say they love personalised products.

And of course our visitors are those who typically spend significantly more on their gardens, across plants and trees, composts, garden equipment... the lot.

Stats also suggest they spend a lot more on nature-related products too, and they're 176% more likely to agree they like to understand nature.

PLANTS & SEEDS

+1242%

MORE SPEND ON SEEDS & BULBS THAN AVERAGE

+625%

MORE SPEND ON BEDDING PLANTS

TOOLS & EQUIPMENT

+375%

MORE SPEND ON GARDEN EQUIPMENT

82%

MORE SPEND ON POWER TOOLS & MOWERS

LANDSCAPING & BUILDINGS

+444%

MORE SPEND ON LANDSCAPING SERVICES

405%

MORE SPEND ON GARDEN BUILDINGS, SHEDS & GREENHOUSES

Headline sponsor

The show's Headline Sponsor package includes branding across an enormous range of physical, print, digital and social media (including the show's logo, goodie-bag and guide of course).

It also includes proper integration too, with the chance to engage consumers through activity in the most prominent areas of the Showground, with presence in the Welcome area and VIP area.

There's also content in Amateur Gardening magazine, as well as partnership outreach to both our email database and social channels.

It's a chance to engage a huge audience across multiple channels.

Contact us now to discuss the full potential of the package.

Price: £20,000 (+vat)



Gardening zone : Food & Drink zone : Home, Lifestyle & Wellbeing zone : Craft zone : Pets zone : VIP zone

Zonal sponsors

Most of the show's zones can be sponsored, to provide a great value package with brilliant visibility.

- ❖ Physical branding across the zone
- ❖ Prominent trade stand priority
- ❖ Show Guide content (page ad + half-page advertorial)
- ❖ Goodie bag logo & drop-in (literature / appropriate sample)
- ❖ Ticket and other marketing activity logos
- ❖ Display ad & advertorial in Amateur Gardening
- ❖ Content in a newsletter to our email database

Price: £7,000 (+vat)





Secondary headline sponsorship

There are FIVE opportunities to be one of our secondary headline sponsors. These packages also include brilliant presence and integration, and just like with the headline package, we're keen to talk about what specifics will work for you.

The package includes:

- ❖ Prominent stand
- ❖ Badging on show marketing
- ❖ Badging cross-site
- ❖ Ticket badge (secondary-tier)
- ❖ Show Guide content + display
- ❖ Goodie bag badge & drop-in
- ❖ Plus discounted Amateur Gardening mag opportunities

Price: £12,000 (+vat)

Welcome Area partner

As a stand-alone package, or an upgrade on a zonal sponsorship package, the Welcome Area enables a brand to be front-and-centre with a prominent stand, branding across the area, tickets and other event elements (similar to the zonal package).

Price: £7,000 (+vat)



Talks, Q&A & VIP zone sponsor

- ❖ OVERALL SPONSORSHIP
- ❖ INDIVIDUAL SESSION SPONSORSHIP

This is a chance to be aligned with true gardening expertise and inspiration – arguably the most engaging spaces in the show.

This package includes branding across the Talks and the VIP areas. Many of the branding and advertising elements included in the zone sponsor package are included here.

There is also the opportunity to sponsor individual sessions, with branding across these, as well as in the Show Guide, and the chance to put something free into the goodie-bag, to reach every single visitor with an appropriate drop-in.

Overall sponsorship price: £5,800 (+vat)

Individual session sponsors price: £1,400 (+vat)



Secondary partners

Secondary sponsorship opportunities include:

- ❖ Zone Secondary Sponsors (x8)
- ❖ Welcome Area secondary sponsors (x1)
- ❖ VIP Area secondary sponsor (x1)

Price: £3,500 (+vat)

- ❖ Prominent stand (where relevant)
- ❖ Ticket badge (secondary-tier)
- ❖ Welcome Area
- ❖ Show Guide (inc. display + half-page advertorial)
- ❖ Goodie bag drop-in for appropriate samples, etc.
- ❖ Plus discounted Amateur Gardening opportunities

Coffee provision sponsor

- ❖ Sole supplier in Welcome Area
- ❖ Ticket badge (secondary-tier)
- ❖ Show Guide Welcome Area (inc. display + half-page advertorial)
- ❖ Goodie bag drop-in for appropriate samples, etc.
- ❖ Plus discounted Amateur Gardening magazine opportunities

Price: £850 (+vat)



Trade rate-card

(for the weekend)

We have a very straightforward rate of £30 per square metre for outdoor space and £39 per square metre for indoor/barn space. These are sold in multiples of 3sqm.

INDOOR (BARN SPACE)

- ❖ 3m x 3m: £351
- ❖ 3m x 6m: £702
- ❖ 6m x 6m: £1,404
- ❖ 6m x 9m: £2,106
- ❖ 9m x 9m: £3,159

OUTDOOR

- ❖ 3m x 3m: £270
- ❖ 3m x 6m: £540
- ❖ 6m x 6m: £1,080
- ❖ 6m x 9m: £1,620
- ❖ 9m x 9m: £2,430

FROM
£30
PER SQUARE
METRE

All prices are +vat

Show Guide rate-card

SHOW GUIDE

- ❖ Quarter page ad: £65
- ❖ Half-page ad: £100
- ❖ Full-page ad: £150

SHOW GUIDE + AMATEUR GARDENING MAGAZINE

- ❖ Quarter page ad in both: £150
- ❖ Half-page ad in both: £200
- ❖ Full-page ad in both: £350

All prices are +vat

For sponsorship conversations please contact: Mike@360publishing.co.uk, Jigs@360publishing.co.uk, Julia.Barrass@kelsey.co.uk

