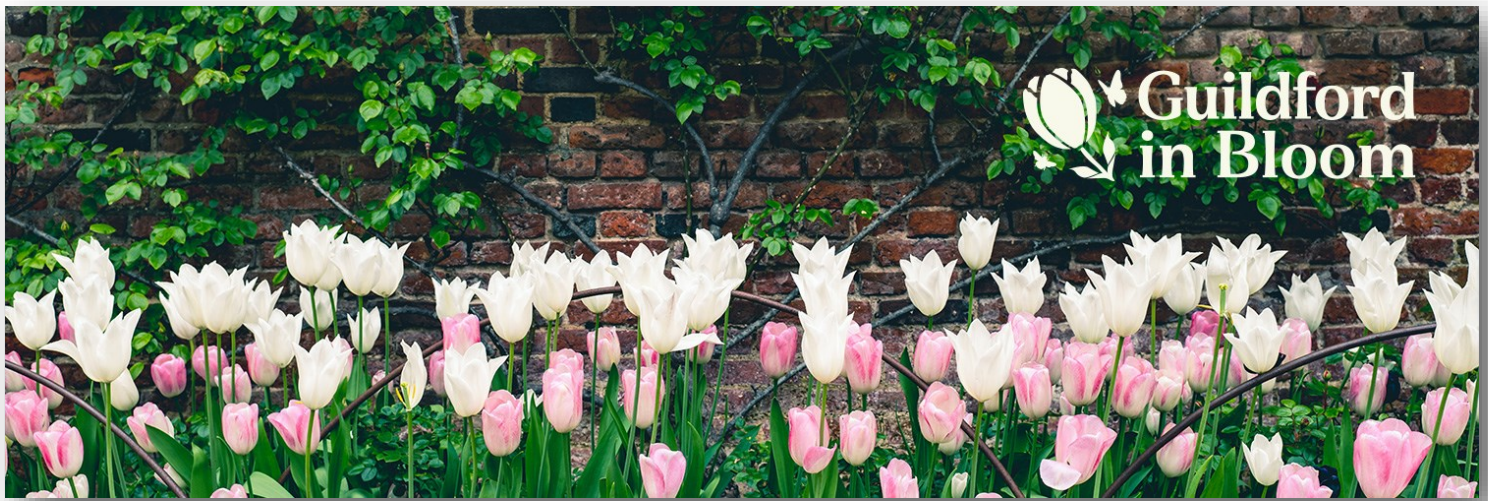




Guildford in Bloom



SPONSORSHIP OPPORTUNITIES



Guildford in Bloom was formed in 1981 and brings together community groups, businesses, schools and residents of Guildford Borough to promote imaginative ways to make Guildford look its best and to promote health and wellbeing, community partnerships and to champion Guildford's natural environment.

Each year we:

- Continue to grow the campaign and reach out to community groups, businesses, schools and residents
- Encourage and promote health and wellbeing, community partnership working and Guildford's natural environment.
- Run an increasingly popular gardening competition for residents of Guildford Borough, businesses, schools and community groups attracting well over 200 entries each year.
- Stage an Awards Ceremony where over 300 people get recognised for making Guildford a lovely place to live, work and visit
- Attend various local events to promote Guildford in Bloom and encourage participation.
- Use our website and social media platforms to promote the competition, give regular gardening hints and tips, answer queries and engage with the gardening public
- Spread the word about saving, protecting and encouraging wildlife, and good horticultural practice, especially peat free compost.



A message from our Chairman
– Paul Spooner

We are lucky to live and work in such a lovely area of the Country. Guildford itself is an historic county town with a rich and varied architectural heritage. Outside the town, our many lovely villages across the Borough are set in some spectacular scenery, with large areas designated as areas of outstanding natural beauty.

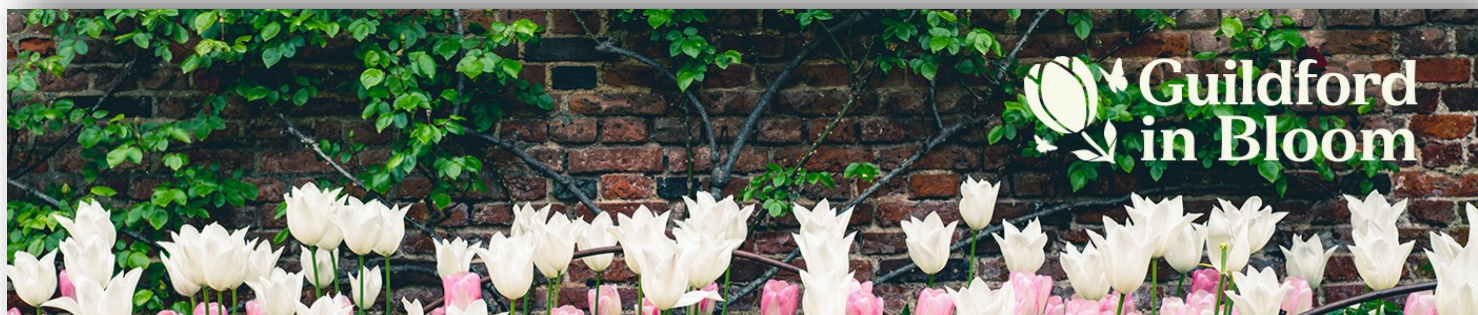
Our town centre is surrounded by award winning parks and green spaces and the countryside.

Guildford in Bloom adds so much more. There is something special about the residents, community groups and businesses coming together and making Guildford a greener, cleaner and even more attractive place to live, work and visit. I have been lucky to see first-hand how Guildford in Bloom has encouraged and supported residents to produce amazing allotments, to transform their gardens, both large and small, to have inspired schools and their pupils to learn about plants and nature and motivated communities to come together with fantastic projects to enhance their areas. Judging the Best Pub in Bloom has always been a pleasure and this year I also enjoyed the container garden judging and listened first hand to residents who have worked hard to brighten areas for their local communities.



Guildford in Bloom competition is free to enter and open to all residents, businesses, community groups and schools within the Borough, including:

Albury, Artington, Ash, Burpham, Compton, Clandon, Horsley, Effingham, Mellow, Normandy, Onslow, Pirbright, Puttenham, Ripley, Send, Seale and Sands, Shackleford, Shalford, There, St Martha's, Stoughton, Tongham, Wanborough and Worplesdon.



Sponsorship Opportunities

| | Premium Sponsor £2000 for 1 yr (or £1895 per year for 2 years) | Major Sponsor £1000 for 1 yr (or £920 per year for 2 years) | Category Sponsor £600 for 1 yr (or £575 per year for 2 years) |
|--|--|---|---|
| Logo on Annual Competition page on our website | ✓ | ✓ | ✓ |
| Logo on all communications regarding promotion of events | ✓ | ✓ | ▪ |
| Your promotional material taken to events such as Guildford Farmer's Market | ✓ | ▪ | ▪ |
| VIP Invitation to the Schools Gardening Competition Awards in June with Press and photographic opportunity | ✓ | ▪ | ▪ |
| VIP Invitation to the Guildford In Bloom Awards in September with over 300 attendees | ✓ | ✓ | ✓ |
| Logo on awards programme and digital presentation | ✓ | ✓ | ▪ |
| Invited to present Overall Winner Award | ✓ | ▪ | ▪ |
| Branding and promotion at awards ceremony – Premium Sponsors on Main Stage, Major Sponsor and Category Sponsor in reception area. | ✓ | ✓ | ✓ |
| Press and photographic opportunities at awards ceremony | ✓ | ✓ | ✓ |
| Your logo and link to your website on the Sponsorship page on our website www.guildfordinbloom.com | ✓ | ✓ | ✓ |
| Agreed mentions and links on our social media platforms (category sponsors only around competition time) | ✓ | ✓ | ✓ |
| Invitation to Blooming Picnic with photo opportunities | ✓ | ✓ | ✓ |



Competition Categories

Best Balcony *new 2025

Best Allotment/Kitchen Garden

Best Container Garden

Best Front Garden

Best Neighbourhood Project

Best Pub in Bloom

Nature Champion

Best Wildlife Garden

Best School in Bloom

Best Themed Entry

Best Young Gardener

Become a Sponsor for this exciting annual event

We greatly value our sponsors support, and we will ensure your company gets as much exposure and as many promotional opportunities as possible.

What people say about Guildford in Bloom

Here are few quotes from the many compliments we have received !

As soon as we were off stage she told me that she felt she wanted to garden even more now!

Thank you for the tremendous amount of hard work and organising you put into the whole package from the start of GIB through to the awards function. Well done.

I think it's a fantastic event that does so much each year to benefit and brighten up the borough

Pulling together all of those names and all of the different categories and producing the certificates to match gave an idea of the scale of the job you do.

OUR MEDIA PARTNER

BBC
RADIO
SURREY



Facts and Figures

- On average we receive over 200 entries each year
- Over 300 people attend the Awards Ceremony
- www.guildfordinbloom.com has an active Blog and promotes the competition with results posted on the evening of the awards. Usually over 500 hits in the first few hours of posting.
- Facebook: Guildford in Bloom has more than 1200 followers and an average monthly reach of 25,000+. This platform has the most interaction with followers.
- Twitter: over 1300 followers.
- Instagram: 1000+ followers. Steadily increasing reach, with a high of over 2500





Sponsorship Form

Ideally sponsors should sign up before 1 February each year to ensure maximum exposure throughout

| | | | |
|--|---------|-------|----------|
| Contact Name(s): | | | |
| Company: | | | |
| Address: | | | |
| PostCode | | | |
| Telephone/mobile: | | | |
| Email: | | | |
| Website Address: | | | |
| Facebook address: Twitter address: Instagram address: | | | |
| Please indicate which sponsorship category you are considering | Premium | Major | Category |
| If Category Sponsor – Which Category are you interested in | | | |
| How do you prefer to be contacted | | | |
| | | | |



For more information contact:

Diana Roberts on 07860476261
secretary@guildfordinbloom.com

Or visit www.guildfordinbloom.com to complete your enquiry form online.