



**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 at the Yvonne Arnaud Theatre where over 400 people get recognised for making Guildford Borough 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 – Cllr 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.

As a Council we are proud of our own award-winning parks and countryside and teams work hard to make them attractive during the year, and particularly stunning during the summer when our castle grounds and hanging baskets and planters bring wonderful colour across the town and wider area.

Guildford in Bloom adds so much more. There is something special about our residents, community groups and businesses coming together and making our borough 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 has had its 40<sup>th</sup> birthday in 2021 and its success is thanks to a dedicated team of volunteers working hand-in-hand with the Council. I am proud and privileged to have been part of this for the last 10 years and have thoroughly enjoyed every minute. As we continue to grow and expand, please come and join us by becoming a sponsor of our 2022 campaign.



**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, Merrow, Normandy, Onslow, Pirbright, Puttenham, Ripley, Send, Seale and Sands, Shackleford, Shalford, Shere, St Martha's, Stoughton, Tongham, Wanborough and Worplesdon.*



## Sponsorship Opportunities

	Premium Sponsor £1500 plus VAT	Major Sponsor £800 plus VAT	Category Sponsor £500 plus VAT
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	✓	▪	▪
Your logo and link to your website on Newsletters	✓	✓	▪
Logo only in Newsletter	▪	▪	✓
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 400 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 in Main Hall and Category Sponsor in side hall (pop-up and marketing material etc)	✓	✓	✓
Press and photographic opportunities at awards ceremony	✓	✓	✓
Your logo and link to your website on the Sponsorship page on our website <a href="http://www.guildfordinbloom.com">www.guildfordinbloom.com</a>	✓	✓	▪
Agreed mentions and links on our social media platforms (category sponsors only around competition time)	✓	✓	✓



## Competition Categories

Best Allotment/Kitchen Garden

Best Container Garden

Best Front Garden

Best Neighbourhood Project

Best Pub in Bloom

Best Site for Nature Conservation

Best Wildlife Garden

Best School in Bloom

Best Themed Entry

### 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 this year!

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

*We loved the Guildford in Bloom bags and all of the contents.*

*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 PARTNERS







## Facts and Figures

- On average we receive over 200 entries each year
- Over 400 people attend the Awards Ceremony
- [www.guildfordinbloom.com](http://www.guildfordinbloom.com) was launched in August 2021 – There were over 350 hits to the website in the hours following the list of winners being posted.
- Facebook: Guildford in Bloom has more than 900 followers and an average monthly reach of 5,000+. This platform has the most interaction with followers.
- Twitter: over 1200 followers. Our average monthly reach is in excess of 20k and during peak times connected to the competition has been as high as 40k.
- Instagram: 850 + followers. Steadily increasing reach, with a high of over 1000 for key posts relating to the competition.





## Sponsorship Form

Ideally sponsors should sign up before February each year to ensure maximum exposure throughout the sponsorship period as the competition is launched in March.

A sponsorship enquiry form is available to use on our website

<https://www.guildfordinbloom.com/sponsorship>

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:

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Or visit [www.guildfordinbloom.com](http://www.guildfordinbloom.com) to complete your enquiry form online.