



# Join us at RHS Malvern Spring Festival



**RHS**



# Celebrate, Educate and Inspire!

Spark conversation and grow your business by bringing your garden vision to life.

Join us in creating this world-leading garden festival and be part of four days that shape the gardening year.

It's a fantastic opportunity to showcase your work at a prestigious event and to engage with multiple audiences.

**“RHS Malvern Spring Festival is a wonderful celebration of plants and gardening. It provides the perfect opportunity to promote design ideas, connect with like-minded people and inspire future generations.”**

**Jane Edwards**  
Head of Shows

**“I was a little daunted by my first show garden but the team at the Three Counties Showground and the RHS couldn't have been more supportive. From the judges selection panel to the introductory day, then from the construction to the show itself the whole process was so much fun! There's a real sense of community and camaraderie from all involved, designers, landscapers and the show team. It was an absolute joy and I can't wait for my next show garden there next year.”**

**Laura Ashton-Phillips**  
Show Garden Designer





RHS Malvern Spring Festival, with its stunning backdrop of the Malvern Hills, is a unique place to celebrate spring, gardening and design ideas









# Types of gardens



## Show Gardens

Show Gardens provide the opportunity for seasoned designers and emerging talent to showcase their horticultural flair and creativity. An open brief enables the creation of real and conceptual gardens to inspire and delight.

## Serene Spaces

The positive impact of being outdoors amongst greenery on wellbeing is well documented. The 'Serene Spaces' category offers the opportunity to create an impactful, achievable design to inspire within a 6m x 6m footprint. A Serene Space design is a division of planting and usable, patio space. Whether the hard standing is designed to accommodate seating or exercise mats, this functional space is to be dressed ready for the client to use. AT least This category is the perfect introduction to creating an RHS judged garden. Grants will be awarded for all successful applicants in this category.

Please see *Factsheet for Exhibitors* for further details on garden categories





# Reaching your market

RHS Malvern Spring Festival attracts a huge amount of media coverage worldwide.



## Visitors

- RHS Malvern Spring Festival attracts **more than 100,000** visitors annually
- The RHS has **over 600,000 members** with a high socio-economic profile
- Benefit from direct visitor promotional campaigns including advertising, press promotion, direct mail, leaflet drops and group marketing
- Your Festival Guide entry has ongoing value as visitors keep this for reference

## Website and social media

- Facebook reached **579,344** people and received **70,000** engagements. Instagram reached **28,810** people
- The Malvern Shows Facebook page has **over 10,500** followers, the Twitter page has **over 10,000** followers and Instagram has **over 6,000** followers
- The RHS website receives around **100 million** page views per year

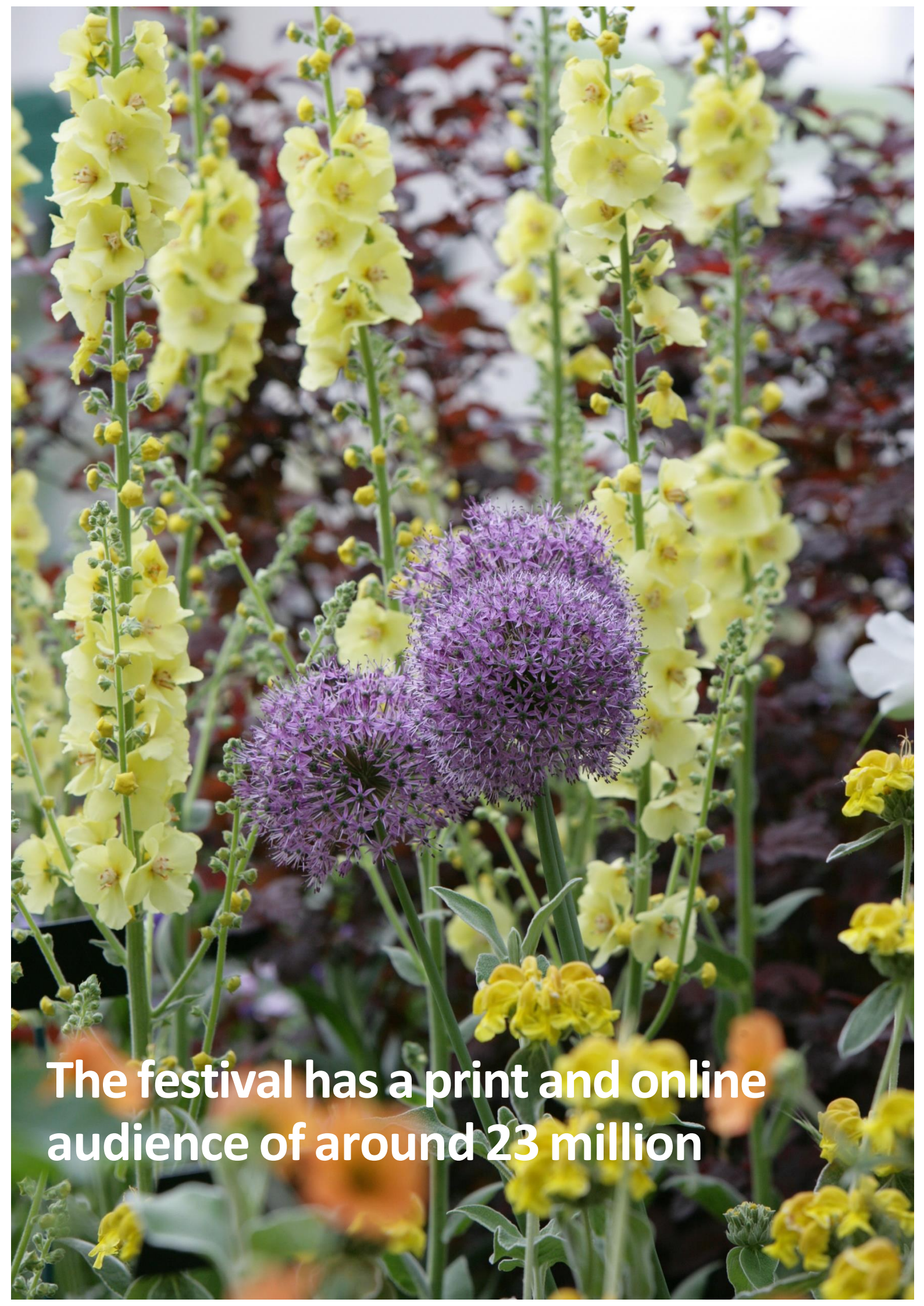
## Broadcast, print and online media

- As our official broadcast partner, the BBC will feature RHS Malvern Spring Festival on BBC Gardeners' World in 2024. In 2023 coverage was anchored at RHS Malvern Spring Festival and included pre-recorded coverage from key exhibitors and contributors as part of the show content
- Overall media audience coverage often averages **over 34.3 million** people. 2023 highlights included Live Midlands Today, BBC Radio 2 with Steve Wright, ITN evening news with Alex Beresford which included live drone footage from the festival for the first time

- TV broadcasting reached **over 9.2 million** people in 2023. Highlights included coverage on BBC Two, ITV News and BBC Midland. Plus European TV channels, including France's Channel 3
- In 2023 print and online press had a combined circulation of around **23 million**
- **Over 100** press and key opinion leaders attend the event, from journalists and photographers to producers, vloggers and bloggers. Plus, local and national celebrities
- Radio coverage broadcast across up to five BBC English Regions radio stations, including BBC Radio York, BBC Radio Shropshire and BBC Radio Lincolnshire reached **over 2 million** listeners in 2023
- Extensive coverage in national and regional press and consumer publications including the Sunday Mirror, The Sun Online, The Lady, Landscape & Urban Design, Gardens Illustrated, Cotswold Life and Midlands Living
- Regular features in The RHS Garden magazine with a monthly circulation of **over 500,000**
- Special guest appearances at the festival in 2022 included: Monty Don, Raymond Blanc, Carol Klein, Francis Tophill, Jo Whiley, Arit Anderson, Mark Diacono, Valentine Warner and Sue Kent, many of whom featured in magazine interviews and online news & lifestyle platforms in advance of the festival

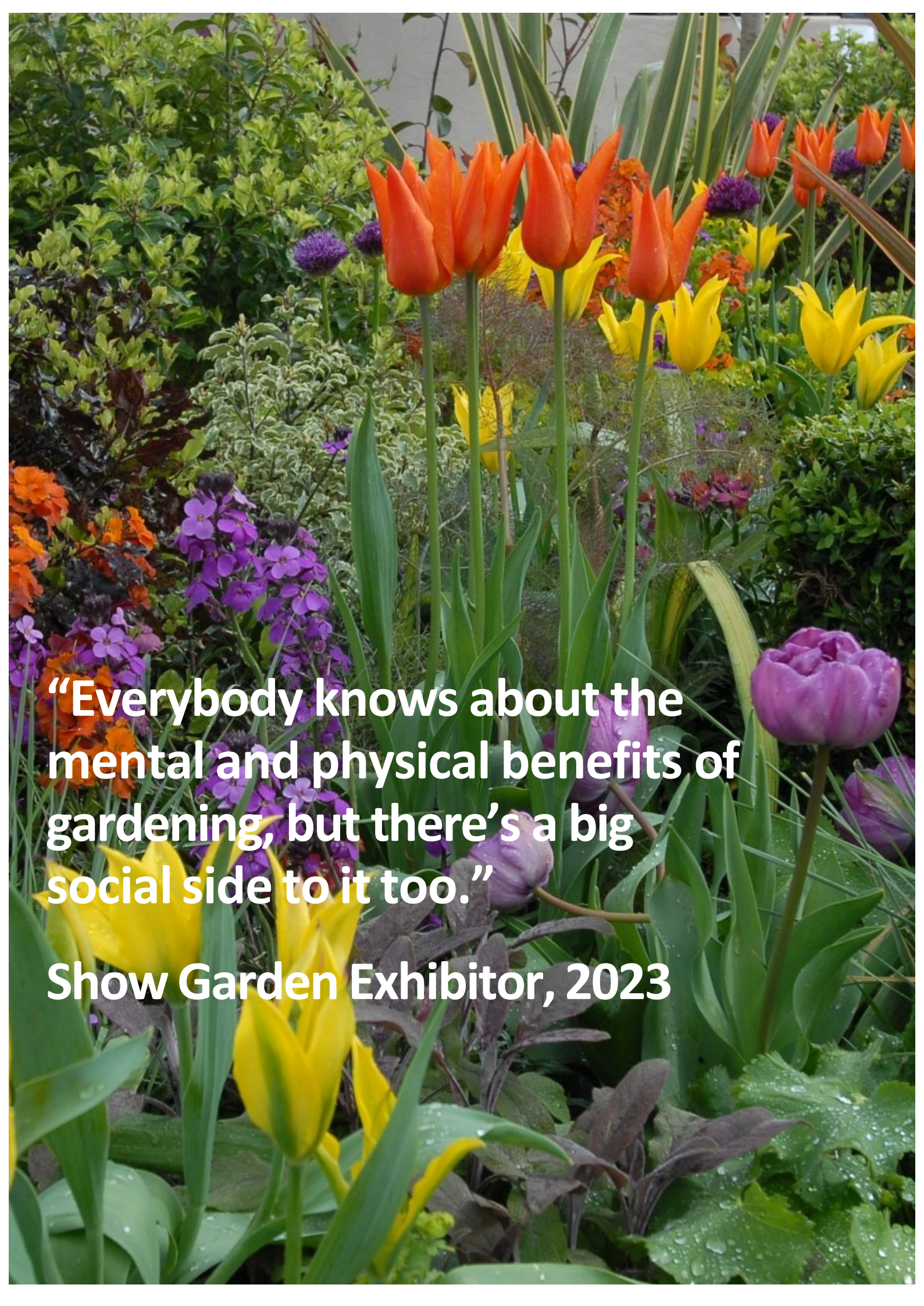






**The festival has a print and online audience of around 23 million**





**“Everybody knows about the mental and physical benefits of gardening, but there’s a big social side to it too.”**

**Show Garden Exhibitor, 2023**



# Our visitor profile

Age 55 and under: **30%**

Age 55 and over:

Female: **71%**

Male: **28%**

A visitor profile centered on the West Midlands and South West, but full national and international participation and press coverage, resulting in a forum to reach new clients and reinforce your brand values to existing customers.

Breakdown of visitor profile locations:

- West Midlands **30%**
- South West **25%**
- South East **16%**
- Rest of UK **29%**

All visitor profile information based on RHS Malvern Spring Festival





# Exhibitor benefits

All garden space at the Festival is allocated free of charge, enabling you to dedicate your budget to realising your garden.



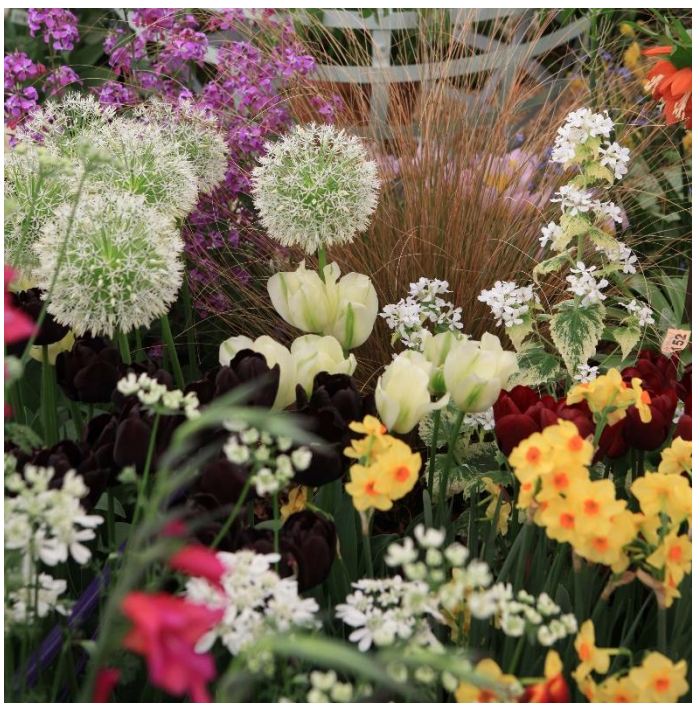
## Key benefits

- Opportunity to showcase your work at a prestigious event
- Engage with multiple audiences
- Create immersive and lasting memories through a garden experience
- Promote your business, message or story
- Network with like-minded professionals and guests



## Included within your garden package

- A single or double page editorial in the Festival Guide featuring your logo
- Promotional garden sign at the Festival
- A dedicated page on the RHS website and RHS Malvern website including links to your website
- Support from our in-house PR and marketing team to promote your presence at the Festival
- Opportunities to purchase advertising space and enhanced listings in our Festival Guide (distributed to 10,024), RHS Garden magazine (distributed monthly to the 600,000 RHS members) and on the RHS website



## Exclusive opportunities only available to exhibitors

- Allocated complimentary tickets for your guests
- Festival tickets at a discounted rate







# Contact us

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## Shows & Horticultural Executive

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## Online

Website [rhsmalvern.co.uk](http://rhsmalvern.co.uk)

RHS website [rhs.org.uk/shows-events/malvern-spring-festival](http://rhs.org.uk/shows-events/malvern-spring-festival)

Facebook [@MalvernShows](https://www.facebook.com/MalvernShows)

Twitter [@MalvernShows](https://twitter.com/MalvernShows)

Instagram [@malvernshows](https://www.instagram.com/malvernshows)







**Three Counties Showground**

Malvern, Worcestershire WR13 6NW UK [www.rhsmalvern.co.uk/compete](http://www.rhsmalvern.co.uk/compete) Three Counties Agricultural Society Registered Charity No. 511868

**The Royal Horticultural Society**

80 Vincent Square London SW1P 2PE [www.rhs.org.uk/gardenapplications](http://www.rhs.org.uk/gardenapplications) RHS Registered Charity No: 222879/SC038262

**Information correct as of March 2024 and subject to change.**