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Marketing Opportunity

A partnership with our prestigious international exhibition of garden photography held at

Royal Botanic Gardens, Kew, London

May – September 2009 and annually thereafter

A serious opportunity to maximise the impact of your brand, offering fantastic value for money, with three levels of partnership starting at £500.





Kenrokuen Garden, Japan by Claire Takacs, International Garden Photographer of the Year 2008

Executive Summary

- World's premier garden photography competition and exhibition, launched 2008 and to be held annually at Royal Botanic Gardens, Kew. Next launch May 2009.
- Access to a projected audience of 1.7 million in 2008. This includes 400,000** ABC1 visitors over a four month duration, plus followers of an international media and advertising campaign
- Brand association with strong sustainability message and Britain's favourite hobbies – photography and gardening*
- Branding throughout category in unique outdoor exhibition space. Onsite literature/ product display.
- Option to expand UK and global coverage by touring exhibition of both indoor and outdoor venues
- Strategic partnerships formed with global botanic gardens via BGCI (www.bgci.org), National Trust and Royal Photographic Society
- 22,000 entries achieved in 2008 from around World.
- Supported by key figures in the gardening and photography industries.
- Extensive UK & global press coverage amounting to more than 100 pages in national news and magazines in 2008.
- Web-based marketing campaign including reciprocal website links www.igpoty.com and www.kew.org
- 100% of visitors rate the show as excellent or good, with 52% certain to visit again next year and 52% certain to recommend the exhibition to family or friends ***
- 2008 publishing deal with AA Publishing to produce high quality accompanying book annually
- Special category for Under 16s with Young Garden Photographer of the Year



Partnership packages

The partnership packages available deliver varying levels of brand impact and benefits. See list of benefits on succeeding pages.

Package 1 - Award partner

Your brand associated with a prize which could be a cash prize or a suitable product of your choice.

Example: *Best single image award sponsored by Yourcompany Ltd*

Cost from £500 cash or product equivalent up to £5000.

Package 2: Category partner

Your brand associated with a whole category of photographs

Example: *Plant portraits sponsored by Yourcompany Ltd*

Cost : £20000

Package 3: Title partner

Your brand associated with the event in its entirety.

Example: *International Garden Photographer of the Year sponsored by Yourcompany Ltd*

Cost: £95000

List of Benefits: Package 1

Award partner 2009/2010 Cost £500-£5000. Award may be cash or products of your choice.		Estimated value £
Brand Placement	Brand association with: <ul style="list-style-type: none"> • beautiful imagery of flowers and garden • Royal Botanic Gardens, Kew <ul style="list-style-type: none"> - a global centre of excellence for plant research and sustainability - a World Heritage site - one of London's most visited attractions <p>Branding impact will vary according to the award which is sponsored. Highest Impact: Best single image. Lowest impact: runner-up awards</p>	?
	Logo and branding incorporated on the winning photograph your award relates to.	1,000
Marketing	Logo in exhibition catalogue. Minimum 40,000 print run	1,000
	Logo and acknowledgement on sponsors page of www.igpoty.com and on competition pages of www.kew.org (combined unique visitors >3.6million pa)	3,000
Product Integration	Product description on igpoty.com website	1,000
Press and PR	Communication with photographer database (7,000) Logo on sponsors page of "Garden Photographer of the Year" and "Better Plant and Garden Photography" book	1,000
Corporate/employee entertainment	Presence at press launch to 200 international gardening, news and photography press. Winners announcement. Company literature in press packs 10 Complimentary tickets to press launch event Presentation of category awards	5,000
	Exclusive guided tour of Kew for up to 20 employees	200
Merchandise	5 copies of "Garden Photographer of the Year" coffee table book	125
Estimated value		>£13,000



List of Benefits: Package 2

Category Partner 2009-2010 Cost £20,000		Estimated value £
Brand Placement	Positive brand association with: <ul style="list-style-type: none"> • beautiful imagery of flowers and garden • Royal Botanic Gardens, Kew <ul style="list-style-type: none"> - a global centre of excellence for plant research and sustainability - a World Heritage site - one of London's most visited attractions 	?
	Logo and branding incorporated on all captions for relevant category and into section of exhibition	10,000
Marketing	Full page in exhibition catalogue. Minimum 40,000 print run	4,000
	Logo and acknowledgement on sponsors page of www.igpoty.com and on competition pages of www.kew.org (combined unique visitors >3.6million pa)	10,000
Product Integration	Product incorporated into relevant category of exhibition display	10,000
Press and PR	Company name & logo on relevant press releases Extensive web and viral marketing campaign Logo on sponsors page of "Garden Photographer of the Year" book and "Better Plant and Garden Photography" book	10,000
Corporate/employee entertainment	Presence at press launch to 200 international gardening, news and photography press. Winners announcement. Company literature in press packs 10 Complimentary tickets to press launch event Presentation of category awards	5,000
	Private view IGPTY day for all entrants (approx 1000 photographers) Company presence on day – opportunity for product and/or literature display.	3,000
	Volunteering days, guided tours and entry tickets to Kew to value of £2,000	2,000
Merchandise	50 copies of IGPTY coffee table book with sponsor branding	5,000
		Estimated value
		>£50,000
Additional opportunities for discussion	Display of images at workplace On pack promotions Addition of tailored categories or prizes Touring show to additional venues throughout UK or World Commercial use of winning images	

Categories Available	<ul style="list-style-type: none"> • Plant Portraits • Garden Views • The Edible Garden 	<ul style="list-style-type: none"> • Trees • Wildlife in the Garden • People in the Garden
	Plus special categories: <ul style="list-style-type: none"> • World Botanic Gardens • Portfolios • Young Garden Photographer of the Year (under 16s) 	

List of Benefits: Package 3

Title Partner Package 2009-2010 £95,000		Estimated value £
Brand Placement	Positive brand association with: <ul style="list-style-type: none"> • beautiful imagery of flowers and garden • Royal Botanic Gardens, Kew <ul style="list-style-type: none"> - a global centre of excellence for plant research and sustainability - a World Heritage site - one of London's most visited attractions 	?
	Naming rights. "International Garden Photographer of the Year, in association with title partner's name"	50,000
	Logo and branding incorporated into purpose-built outdoor exhibition	50,000
Development option	3 year development option to tailor event to suit marketing objectives	?
Marketing	Branded catalogue. Minimum 40,000 print run Full page back cover	15,000
	Written acknowledgement 400,000 Kew Sell and Tell flyers	5,000
	Sponsor branding on all IGPTY adverts and marketing activity	30,000
	High level branding throughout www.igpoty.com and on competition pages of www.kew.org (combined unique visitors >3.6million pa)	20,000
	Branding on all promotional material distributed to over 1000 Botanic Gardens and major visitor attractions worldwide	20,000
Product Integration and Demonstration	Product incorporated into exhibition display and/or sampling opportunities over 10 summer weekends	30,000
Press and PR	Company name & logo on all press releases	20,000
	Extensive web marketing campaign	
	Logo on title page of "International Garden Photographer of the Year" book and "Better Plant and Garden Photography" book	
	Opportunity to create mutual marketing campaigns & press releases	?
	Branded colour weekend supplement or calendar with media partners, or newspapers. Print run @30,000	30,000
Corporate/employee entertainment	Midweek reception for up to 400 guests (excludes catering and production)	6,000
	Kew event tickets eg Summer Swing to value of £3,000	3,000
	Press launch to 200 international gardening, news and photography press. Winners announcement. Complimentary tickets to press launch event Introductory speech including presentation of main awards Company literature in press packs	40,000
	Private view IGPTY day for all entrants (approx 1000 photographers) Company logo on invites Opportunity for company presence on day.	25,000
	Volunteering days, guided tours and entry tickets to Kew to value of £5,000	5,000
	Merchandise	500 copies of IGPTY coffee table book with sponsor branding Prints to value of £1,000 (http://kew.artgroup.com)
	Estimated value	>£350,000
Additional opportunities for discussion	Display of images at workplace On pack promotions In kind sponsorship Touring show to additional venues throughout UK or World Use of winning images	



Background Information

1) What is International Garden Photographer of the Year?

- An inspiring annual competition and exhibition
- Open to amateurs, professionals and children alike from all around the world
- Purpose built outdoor exhibition at the Royal Botanic Gardens, Kew.
- Winning images selected by a panel of highly respected judges
- All year round press coverage accompanies cyclical phases of calling for entries, managing winners and opening the exhibition itself.

For full details of the competition, the various categories and how to enter, visit www.igpoty.com.

2) About the Venue(s)

Royal Botanic Gardens, Kew are:

- In the top ten of UK's most visited paid admission sites. (1.7m in 2007)
- UNESCO World Heritage site with extensive range graded, listed buildings
- A primary global centre for biodiversity, conservation and sustainability

Scope to develop regional or international exposure through:

- Expansion to further venues (Discussions ongoing with Alnwick Gardens, Northumberland, Chicago Botanic Gardens, USA, British Council, Edinburgh Botanic Gardens).
- Link with Botanic Gardens Conservation International, the umbrella organisation for all major world botanic gardens (www.bgci.org)

3) The Audience

Viewing public

- Visitors pa to Kew 1.7m (approx 400,000 viewing show)
- Online visitors 3.4m
- 80% ABC1 66% female
- 35% 60+, 55% 35-59, 30% under 34
- 44% London, 29% UK, 26% International

Participating Photographers

- 2008 22,000 entries (40,000 projected 2009)
- Unique online visitors in 2007/8 = 400,000
- 54% male: 46% female.
- Av age 35-50 years
- 65% United Kingdom, 20% North America, 15% Rest of World

Press coverage

See attached clippings

For more information contact Philip Smith, Managing Director GALPA Ltd:

Email philip@galpa.co.uk or telephone **+44(0)1404 881718**

* 80% UK population garden to some degree and spend £5billion pa on gardening. Source HTA 2006

** 452,000 ABC1 actual recorded visitors to 2006 exhibition. Source RBG Kew

*** Market research conducted by GALPA at Kew August 2008