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Partnership opportunity at Kew Gardens

A partnership with our prestigious international exhibition of garden photography

International Garden Photographer of the Year - *“Images of a Green Planet”*

Royal Botanic Gardens, Kew, London

May – September annually

Sponsorship packages customised to the needs of your business, starting at £1000.





'Layered Landscape: a moment captured' by Marianne Majerus, International Garden Photographer of the Year 2010

Executive Summary

- World's premier garden photography competition and exhibition launched 2008 and held annually at Royal Botanic Gardens, Kew.
- Unique outdoor exhibition accessible free to every visitor to Kew and touring exhibition at other venues including in 2012, Hereford Museum, Exeter Museum and Art Gallery, Ironbridge Heritage Centre
- Access to a projected audience of 1.2 million in 2011/12 via Kew, National Trust and other venues plus media 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 possibilities.
- 20,000 entries achieved in 2009 from around the world. 54:46% split male to female.
- Supported by National Trust, New York Botanic Gardens, Sydney Botanic Garden, Royal Photographic Society
- Extensive UK & global press coverage in news and magazines.
- International web-based marketing campaign including reciprocal website links www.igpoty.com and www.kew.org
- 100% of visitors rate the exhibition as excellent or good, with 52% certain to visit again next year and 52% certain to recommend the exhibition to family or friends ***
- Special category for Under 16s with Young Garden Photographer of the Year
- Annual book published as an accompaniment to the exhibition, illustrating all of the successful entries in the competition.

Media Coverage

With its rolling all year programme of seasonal competitions, Peoples' Choice votes, workshops and seminars and events, International Garden Photographer of the Year achieves an excellent level of media coverage, peaking in the summer months.

April to June 2010.

Newspapers

National (UK):

- The Daily Telegraph – 27th April
- Richmond and Twickenham Times – 30th April
- Sunday Express – 2nd May
- The Weekly News – first week of May issue
- Transport for London's page in the Metro – first week of May issue
- Daily Mail – a May publication
- T2 in The Times – a May publication
- Metro – a May publication
- The Times – 28th May, Arts and Events section

International:

- 'The Australian' newspaper (Australia) – a May issue
- Melbourne Herald Sun (Australia) – a May issue
- New York Post (USA) – a May issue

Editorial Features

National (UK):

- Outdoor Photography magazine – June and July issues
- Photo Plus magazine – June issue
- Amateur Photographer magazine – 8th May issue
- What Digital Camera magazine – June and July issues
- Kew magazine – summer issue
- Best of British magazine – June issue
- Digital Photo Pro magazine – July issue

International:

- PHOTONet magazine (Greece) – May issue and newsletter
- Millionaire magazine (Italy) – June issue
- BISES magazine (Japan) – July issue and again later in the year, .
- La Repubblica (Italy)

News Stories

National (UK):

- Horticulture Week magazine – April issue
- British Journal of Photography magazine – May or June issue
- Country Life magazine – 5th May issue
- The Bookseller magazine – May issue
- Gardens Illustrated magazine – May issue
- BBC Gardeners' World magazine – May issue
- Time Out magazine – May issue
- National Gardens Scheme newsletter – May issue
- The English Garden magazine – June issue



INTERNATIONAL GARDEN PHOTOGRAPHER OF THE YEAR

www.igpoty.com

News Stories (continued)

- Preview Publications (Gloucestershire, Oxfordshire, Hampshire, Wiltshire, Warwickshire) – Summer issues
- Surrey Life magazine – a summer issue,
- Photography Monthly magazine, spring / summer issue,
- Which? Gardening magazine – June issue
- AG Magazine – July issue
- Digital SLR Photography magazine – June issue
- More from your Garden magazine – July issue
- Garden Media Guild – spring and summer newsletters
- Amateur Gardening magazine – June 19th issue
- Homes and Gardens magazine – August issue
- Green Places magazine – summer issue

International:

- Bravacasa Magazine (Bulgaria) – May or June issue
- Rangefinder magazine (USA) – May or June issue
- ABC Gardening Australia magazine – May or June issue
- Figaro magazine (France) – May issue

Online

- Photography Monthly
- PhotoBox
- Culture 24
- Time Out
- Saga
- Wort.lu
- Amateur Photographer
- What Digital Camera
- Foto Flock (India)
- The Times
- Forward Publishing in collaboration with Transport for London – May newsletter
- Photo Archive News
- Photography blog
- La Repubblica (Italy)
- PhotoRadar
- ePHOTOzine
- New Scientist
- Professional Photographer
- The Guardian
- 'The Australian'
- Melbourne Herald Sun
- More from your Garden
- Style.it (Conde Nast Italian website)
- Digital Photographer

Broadcast

- UK Features TV – interview at Kew (05.05.10)
- Chris Evans Morning Radio Show – Friday 30th April

Social Media

- You Tube – May/June
- Facebook – active fan pages – 2000 fans
- Flickr – active group – 500 members

Sponsorship packages

Although we offer the generic packages set out below, it is our aim to discuss and create with you a customised sponsorship that will help you to deliver your business aims.

All packages benefit from:

- Association with our core values of care of the environment, sustainability, biodiversity and the nurturing of individual creativity
- Beautiful imagery of flowers and gardens
- Association with Royal Botanic Gardens, Kew
- Association with the highest standards of scientific research into sustainability and biodiversity
- Presence in one of the world's most popular visitor attractions
- Comprehensive media coverage
- The highest standards of professional care by IGPOTY for sponsor relations working with our managing director and our own PR consultancy

All package benefits would run from the date of agreement to September 2011.

Bronze Package 1 - Award partner

Your brand associated with an award in a category. Your award would be promoted in the caption underneath the winning photographs at Kew.

Example: *Best Plant Portrait award sponsored by Your company Ltd*

Three cost levels for an award partner:

Level 1: Cost: £1000 plus product prize to a value of not less than £250.

Benefits:

- Newsletter editorial advertisement to registered customers (c. 7000)
- Link from website
- Sponsor logo on website
- Sponsor logo listed at exhibition on 'list of sponsors' graphic panel

Level 2: Cost: £2000 plus product prize to a value of not less than £250.

Benefits:

- Two newsletter editorial advertisement to registered customers (c. 7000)
- Link from website and web page advertisement
- Sponsor logo listed at exhibition on 'list of sponsors' graphic panel
- Small additional graphics panel at Kew associated with your award category

Level 3: Cost: £5000 plus product prize to a value of not less than £250.

Benefits:

- Three newsletter editorial advertisement to registered customers (c. 7000)
- Link from website and web page advertisement
- Sponsor logo at exhibition on 'list of sponsors' graphic
- Larger additional graphics panel at Kew associated with your award category
- Logo published in Book of the exhibition (print run 6,000).(subject to publisher contract)

Silver Package 2: Category partner

Your brand associated with a whole category of photographs

Example: *Plant portraits sponsored by Your company Ltd*

Cost: £20000

Benefits:

- Three newsletter editorial advertisement to registered customers (c. 9,000)
- Link from website and web page advertisement
- Sponsor logo at exhibition on 'list of sponsors' graphic
- Additional sponsor logo on category panels
- Separate A3 advertisement on exhibition
- Sponsor name associated with category in print and web media announcements and information
- Sponsor logo in published book of the exhibition (print run 6,000 subject to publisher contract)
- Sponsor advertisement in published book of the exhibition
- Sponsor awareness and branding at workshops and other events

Gold Package 3: Title partner

Your brand associated with the event in its entirety.

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

Cost: £60000

Benefits:

- Naming rights. "International Garden Photographer of the Year, in association with title partner's name"
- Logo and branding incorporated into overall design of purpose-built outdoor exhibition
- Logo and branding incorporated into IG POTY website
- Graphic advertisement on exhibition
- High level branding throughout www.igpoty.com and on competition pages of www.kew.org (combined unique visitors >3.6million pa)
- Private view IG POTY day for all entrants (approx 1000 photographers). Company presence on day – opportunity for product and/or literature display.
- 50 copies of IG POTY coffee table book with sponsor branding (print run 6,000 subject to publishing contract)
- Link from website and web page advertisement
- Sponsor advertisement in published book of the exhibition
- Sponsor awareness and branding at workshops and other events
- Discounted venue and function room hire at Kew Gardens
- Employee involvement in private Kew tours, IG POTY workshops, classes and open days

Other opportunities for discussion

Display of images at workplace

Employee involvement in classes and workshops

Addition of custom categories or prizes

Touring show to additional venues throughout UK or World – eg Group Headquarters

Subsidised commercial use of winning images

Discounted venue and function room hire at Kew Gardens

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.
- Touring indoor and outdoor satellite exhibitions throughout the UK.
- Winning images selected by a panel of highly respected judges

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

2) The Audience

Viewing public

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

Participating Photographers

- 54% male: 46% female.
- Average age 35-50 years
- 65% United Kingdom, 20% North America, 15% Rest of World

What our partners and competition entrants say:

Dr Barry Senior Hpn FRPS, Royal Photographic Society :“We are delighted to be associated with the International Garden Photographer of the Year competition and exhibition, which we regard as representing the very best in contemporary garden and plant photography. Our portfolio award will recognise the skill and dedication required to create an award-winning set of photographs.”

Chris Beardshaw – foreword to International Garden Photographer of the Year Collection 02 – AA Publishing: “Packed with a selection of tempting and tantalising works of art it demonstrates that, in the hands of an artist the familiar can appear magical and the magical can become iconic.”

IGPOTY competitor: “IGPOTY has been a great experience; the entry process was so well supported and the feedback was brilliant - I hadn't anticipated how productive the whole competition experience would be. Thanks so much for the chance to be part of all that.”

Catherine Connor, managing director, Annabel Williams Contemporary Photographic Training: “IGPOTY is a totally inspiring competition and the photographers' imagination can be seen so clearly within each image – the overall standard of photography is brilliant. We're delighted to sponsor the 'People in the Garden' category. IGPOTY is sheer inspiration to all those who love taking photographs.”

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