



Scotland's  
**GARDENS**  
Scheme  
OPEN FOR CHARITY

*Sponsorship pack*



**2023**

# Why sponsor Scotland's Gardens Scheme

*By sponsoring Scotland's Gardens Scheme, you will help us to give more funds to the charities we support; our core beneficiaries are The Queen's Nursing Institute Scotland, Maggie's and Perennial, focussing on the values of health, wellbeing and horticulture. Supporting Scotland's Gardens Scheme may also help you to deliver on your own corporate social responsibility goals.*

Scotland's Gardens Scheme was established in 1931 with the express purpose of raising funds for charity by opening private gardens to the public.

Our purpose remains the same; we support volunteers around Scotland to open their gardens, of all shapes, size and styles, raising money through garden gate tickets, plant sales and teas.

We have a small staff team whose role is twofold:

- To support these volunteers and garden owners to open gardens successfully and enjoyably, through training, practical support and the celebration of their achievements.
- To promote garden openings to the public through a range of online and offline channels, including our website, social media, annual Guidebook and PR activities.

Scotland's Gardens Scheme is a national charity with a well-known brand and extensive and growing reach.

The charity is well-known and respected within the Scottish gardening sector and provides a rare chance to experience many hidden gems, private gardens not usually open to the public.

- Our website exceeds **250k** sessions from organic traffic only!
- We have **11k+ subscribers** to our e-news and our open rate exceeds the industry average. We send 17 national newsletters per year.
- We have **14k+ followers** on social media combined, plus over 600 subscribers to our YouTube channel.
- Our annual **Guidebook**, printed and distributed in 8,500 copies, offers highly targeted and repeated exposure for advertisers in this sector.

## *Our audience*

### **Our garden openers and volunteers**

They are passionate and knowledgeable about gardens and gardening.

Usually with sizeable gardens and mostly open privately.

Mainly over retirement age, 50+.

### **Our garden visiting audience**

Gardens visitors are usually in couples or groups of women.

Main audiences are 50+ with a growing number of younger audiences starting to follow on our vibrant social media channels.

## *Our website users' demographics*

### **Gender**

Female 60%

Male 40%

### **Age**

35-44 18%

45-64 37%

65+ 19%

25-34 16%

**Interests:** travel, hotels, accommodations, home and garden services, landscape design, real estate, residential properties.



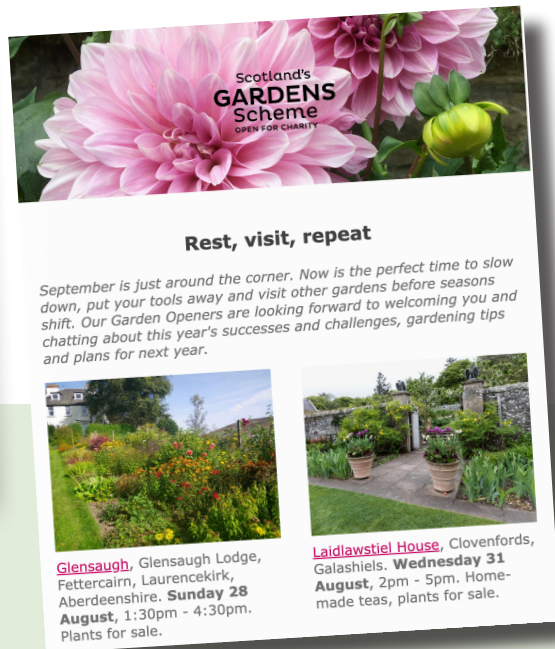
# Sponsorship packages

	<b>Guidebook advert</b>	<b>National leaflet</b>	<b>Digital</b>	<b>Social media</b>	<b>Events</b>
<b>Acer</b> value £6000	inner cover advert	supporter logo & message	<b>website</b> - logo & link on home page <b>e-news</b> hyperlinked logo 12 x p/a	social media posts shared 4 x per year	attendance/ stall at conference & appear in conference pack
<b>Magnolia</b> value £2,500	full page ad in front pages	supporter logo & message	<b>website</b> - logo & link on 'Our Partners' page <b>e-news</b> hyperlinked logo 6 x p/a	social media posts shared 3 x per year	attendance/ stall at conference & appear in conference pack
<b>Rose</b> value £1,500	full page ad	supporter logo & message	<b>website</b> - logo & link on 'Our Partners' page	social media posts shared 2 x per year	attendance at conference



## National Map Leaflet of Garden openings

A2 double sided folding into DL  
Print run 50,000+ distributed across all regions.  
Next opportunity early 2023.



## Our annual Guidebook 'the Yellow Book'

Print run of 8,500:

- distribution to garden owners, volunteers, key partners
- distributed to sponsor private clients
- direct sales via Scotland's Gardens Scheme website & garden gate
- retail sales from garden centres, bookshops and visitor attractions across all regions.



## National e-newsletter

Sent approx. 17 times per year to our 11k subscribers.  
Opportunity for inclusion of logo linking to sponsor website.

Scotland's Gardens Scheme  
SCIO SC049866  
23 Castle Street  
Edinburgh EH2 3DN  
W: [scotlandsgardens.org](http://scotlandsgardens.org)  
T: 0131 226 3714 E: [info@scotlandsgardens.org](mailto:info@scotlandsgardens.org)

