



Open Gardens 2024 Headline Sponsor

Our Open Gardens events showcase wildlife-friendly gardens across Cornwall to our green-fingered supporters.

With each garden, visitors can discover something new with owners taking innovative approaches to wildlife gardening, inspiring thousands of visitors every year to get involved and help create wildlife havens of their own at home.

Guests can also enjoy our volunteer-baked cakes and take a piece of gardening inspiration home with them from our plant stalls. Open from April- September, our gardens are a great way to connect with nature whilst also raising vital funds for Cornwall Wildlife Trust.

In total, Cornwall Wildlife Trust's Open Gardens program has raised over £170,000 which has only been made possible with the support of its sponsors, the garden owners and our amazing team of volunteers.

Plans for 2024

For 2024, we hope to secure 10 beautiful gardens across Cornwall, which will open on Sundays from April to September. An up-to-date calendar with current booked gardens and dates can be provided on request when the final programme is confirmed at the end of January 2024.

In the spirit of the partnership we are open to exploring new ideas on both the visitor experience and how the partnership might work.



Headline Sponsorship

This year we are seeking a new headline sponsor to partner with us helping us deliver this exciting project.

The cost of sponsorship is £2500 + VAT and whilst we are open to discussing what the benefits for this would look like, here are a few ideas.

Promotion

In the Spring and Summer issues of our Wild Cornwall magazine, which has a circulation of 35,000 (similar circulation figures to Cornwall Today and My Cornwall magazines) your business will be listed as the main sponsor in all event sections and will feature in an advertisement within the magazine.

You will also be credited as the overall sponsor in all press releases and event notifications sent to Cornwall-wide media (all press releases and event notifications are added onto the home page of our website, where your business will be included as the sponsor with a link to your website)

Last year our Open Gardens events featured on BBC Radio Cornwall, Visit Cornwall, Cornish Times and even featured on the front cover of the West Briton!

We also promote each event on Facebook (45,000 followers) and Instagram (39,000 followers)



Feature in our Wild Cornwall membership magazine



Our Open gardens program also features heavily on our website, with over 200,000 visitors per year. Open Gardens has its own section within the website, where we will feature your business as the sponsor, with your logo and link to your website.

Each Open Garden event will have its own event page which appears chronologically on our homepage, and your business will be included as the headline sponsor.

A promotional flyer is sent to a range of supporters, plus garden centers and local businesses around Cornwall. Thousands are produced and your business will be featured as the sponsor with your logo included.

Business Support

As our Open Gardens 2024 headline sponsor, we would be delighted to offer you exclusive brand presence at the events (details to be arranged).

We would also love for you and your staff to come and visit the amazing events they help us put on and will happily offer free tickets to any of the gardens they would like to attend.

Your business will be listed on our website as a 'Project Sponsor' and will receive all the major benefits of corporate membership including use of our 'Proud to Support' logos and up to 20 copies of both our Wild Cornwall Magazine and Wildlife Watch magazine for children, 3 times a year.

In addition, we feel that these events will engage and inspire your customers about the beauty of Cornwall and help celebrate the wildlife that we are so lucky to have here.

Thank you!



Creating a Cornwall
where nature thrives

