

Sponsorship pack

Opening Gardens - Raising Funds - Growing Communities since 1931

scotlandsgardens.org



About Scotland's Gardens Scheme

Established in 1931, **Scotland's Gardens Scheme** is a unique charity with a simple yet powerful purpose: to raise funds for charitable causes by encouraging, supporting, and promoting the opening of private gardens to the public.

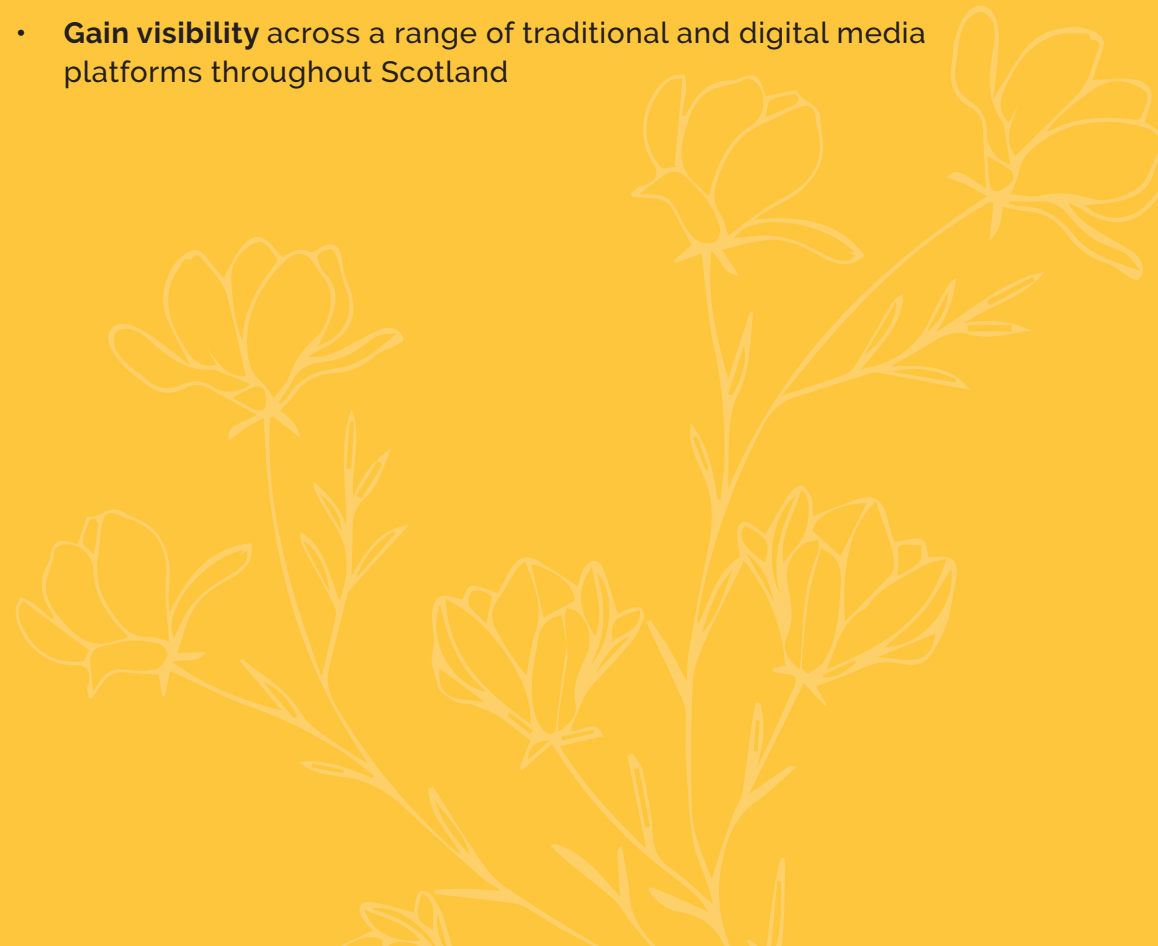
Each year, hundreds of gardens across Scotland open their gates, offering rare access to stunning private spaces, from large rural estates to urban courtyards. We also include many visitor attraction gardens in our network of garden openers. The Scheme raises substantial funds for a wide range of charities – from national organisations to small local groups – while promoting horticulture, community connection and wellbeing.

- **60% of funds raised** go to charities selected by the garden openers
- The remaining **40% supports national core charities and the running of Scotland's Gardens Scheme**
- Around **500 gardens open each year attracting tens of thousands of visitors**

Why partner with Scotland's Gardens Scheme

Sponsoring Scotland's Gardens Scheme offers your organisation the chance to:

- **Align with a respected Scottish charity** with a heritage of over 95 years
- **Connect with a loyal and engaged audience** passionate about gardens, nature, sustainability, and community
- **Demonstrate your support for local and national charities**, including health, environmental and social causes
- **Gain visibility** across a range of traditional and digital media platforms throughout Scotland



Our Reach & Impact

- **75,000+ garden visitors** annually
- **15,000+ email subscribers** to our weekly public e-newsletter with an average open rate of 45%
- **20,000+ social media followers** across Facebook, Instagram, LinkedIn and Twitter/X
- **275,000 unique website visitors** each year
- Distribution of Guidebook (**print run of 7,000**) across Scotland
- Distribution of national leaflet with all our gardening openings (**print run 50,000+**)
- Regional and national **media coverage** during peak season (spring–autumn)
- Annual Conference, Regional Gatherings and online talks hosted year-round
- A loyal network of **1,000+ garden openers and volunteers** each year

Our Audience

Our Garden Openers & Volunteers (approx 1,000+ each year)

- Owners of private gardens from large estates and castles to small urban or village gardens
- Visitor attraction gardens, many of whom have been with us since our 1931 roots
- Community, school and college gardens
- Passionate and knowledgeable about gardens and gardening
- from 40+ years with most over retirement age

Our Garden Visiting Audience

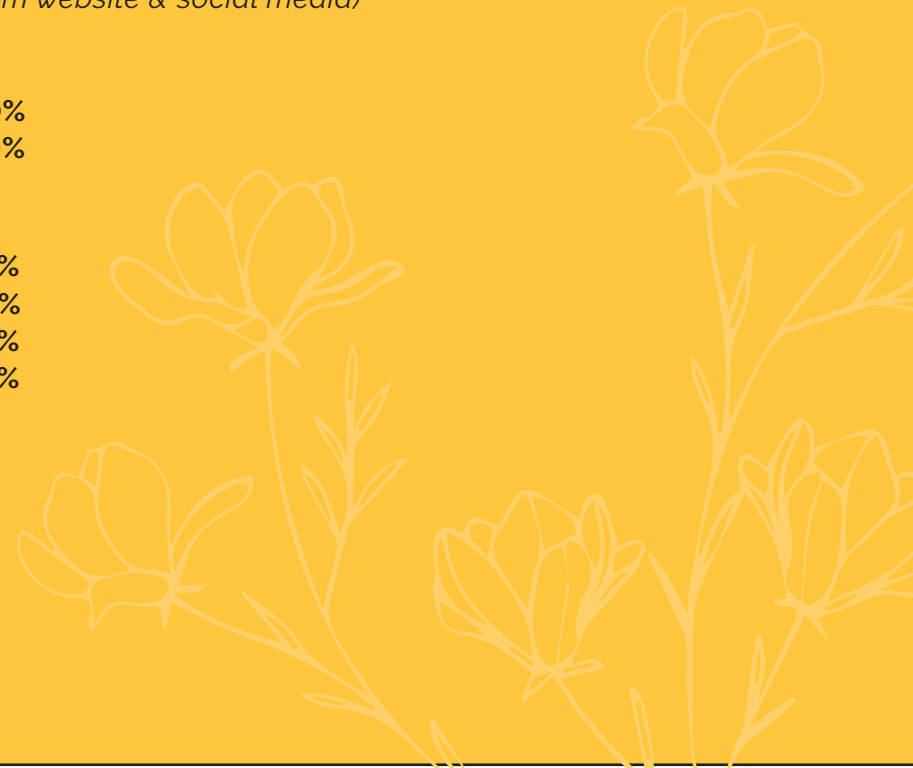
(stats derived from website & social media)

Gender

Female	60%
Male	40%

Age

35-44	18%
45-64	37%
65+	19%
25-34	16%



Sponsorship Opportunities

We offer flexible and tailored sponsorship packages to suit your marketing objectives; indicative costs are below and please do get in touch to discuss package options.

Lead Partner Sponsorship (Annual - £30,000)

- Exclusive brand placement on the front cover of our printed Guidebook
- Advert in our National Leaflet
- Dedicated feature in e-newsletter and website homepage
- Logo on promotional materials and press releases
- Sponsored content across social media channels (6+ campaigns)
- Complimentary invitations to key events

Digital Sponsor

- Sponsored post series on Facebook, Instagram, LinkedIn and X. Video opportunities via our YouTube channel
- Banner placements in e-newsletter
- Feature articles on website blog
- Custom campaign collaboration (e.g. green initiatives, sustainability content)

Event Sponsor

- Branding presence at our Annual Conference (September) & Regional Gatherings (Spring)
- Option to provide branded materials at events (e.g. signage, leaflets, samples)
- Verbal acknowledgments and social media callouts
- Opportunities for in-person activation or employee engagement

Annual Conference

Full event sponsorship:	£5,000
Lunch:	£1,800
Coffee:	£500

Regional Gatherings (5 in total):

Full programme sponsorship:	£1,500
Catering per meeting	£200

Online Talks

Sponsorship per talk	£200
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Print Sponsor

Guidebook lead sponsorship **£20,000**

- Logo on spine, front and section front pages in our highly-anticipated annual Guidebook
- Inner cover, full-page or half-page ad placements (**£1250/£950/£500**)
- Inclusion in “Meet Our Sponsors” section

National leaflet sponsorship (exclusive) **£5,000**

National leaflet advertising **£500**

Sponsorship Timeline

Timing/ Opportunity	January/ March	April/June (Peak season)	July/ September (Peak season)	October/ December
Print	Fundraising materials (3 year sponsorship only)			Advertising & sponsorship deadlines for: <i>National leaflet</i> <i>Guidebook</i>
Digital	Media season launch Bi-weekly e-news	Weekly e-news Blog	Weekly e-news Blog	Bi-weekly e-news Blog
Events	Regional Gatherings (in person) Online Talks		Annual Conference (in person)	Social Media Online Talks

Let's Grow Together

We'd love to discuss how your brand can benefit from aligning with one of Scotland's most trusted charitable initiatives. Whether you're looking to build brand awareness, support CSR goals, or engage with local communities, Scotland's Gardens Scheme provides a meaningful and authentic partnership opportunity.

Let's open more gates, raise more funds, and grow more impact together.

Contact Us

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