

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

Making the Most of Promotional Opportunities

While preparing your information for next year's opening, please check through the following details to be sure that you are making the most of your promotional opportunities. With SGS's intention to keep down administrative costs and avoid paid advertising, promotional opportunities are more important than ever. Please help us by seeing that we have the best information about your garden.

Descriptions

The **Description of Garden** is very important and this will "sell" your garden to potential visitors. It should be both succinct and inspiring. This is no time to be modest! Tell the reader what is special about your garden – such as your plant collections, architectural features, views, etc.

Photographs

Photographs are essential to promote your garden. A website garden open page with no photographs is a very sad page indeed! And if we haven't a photo of your garden, journalists will not consider offering you editorial features. Your photographs should work well with your **Description of Garden** and **Keywords** (above), displaying what has been described. Please note that journalists are especially interested in new gardens, so don't miss your opportunity to get a bit of newspaper coverage for your garden!

Editorial Permission

This section provides the SGS Office and your local team with the necessary permissions to prompt your garden opening. Please check which level of permissions you would like us to seek for promotional purposes:

- Please check **always** so that we have permission to pass on your garden open information to journalists for promotional and editorial feature purposes. Journalists usually require almost instant information, and this option allows us to be responsive. Newspaper and magazine features will always increase your visitors! We are sometimes also asked for contact details from groups such as Beechgrove Gardens or specialist photographers and this will also fall within this permission category.
- Check **On request** if you require us to check with you before releasing any of your information. Note that depending on the nature of the request, we may need to miss your garden if we're under a tight deadline.
- Check **Never** if you do not want any promotion aside from the basic SGS marketing materials.

Please note that we will NEVER release your information or photographs to anyone for any other purposes than promoting your charity open day. From time to time we do receive requests from other interested parties and we will ALWAYS refer these to you directly.

National Collection & Champion Trees

We would like to offer a list of our gardens who have National Collections and/or Champion Trees. We seem to be getting an increase in interest in these, so please could you check and be sure that our information is correct.