

SGD SOCIETY OF
2024 GARDEN
AWARDS DESIGNERS

Leading the way in excellence and innovation



THE SOCIETY OF GARDEN DESIGNERS AWARDS

Sponsorship information 2024

*SGD Awards - Friday 2nd February 2024
The Landmark Hotel, Marylebone, London, NW1*

Media Partner
THE ENGLISH
GARDEN



The buying power and influence of the SGD

The Society of Garden Designers (SGD) has been championing excellence in garden and landscape design for more than 40 years - and it is the only professional association for garden designers in the UK.

Through its accreditation procedures, conferences, symposiums, training programmes, regional networking / cluster groups and the award-winning Garden Design Journal, it forms the essential bridge between the wider professional industry and the people on the ground.

SGD comprises of almost 2000 members who are specifiers with an estimated combined turnover of over £93 Million and an average SGD member works on 13 projects a year. Through the SGD and it's members you can reach directly into the UK gardening industry which contributes some £42 billion and rising to the UK economy.



Why sponsor an SGD award?

Reach into the industry

These are the only awards dedicated solely to garden and landscape designers in the UK - and the awards are only open to members of the SGD. Whereas at some industry awards the room is full of a mix of suppliers and designers, at the SGD awards the vast majority are SGD members themselves - with the power to specify exact products for their clients and schemes.

Brand Affinity

The awards presents you with the best opportunity to identify your brand with the very best opportunity in terms of practices, products and services

Networking

With c500 people attending each year in person this is your chance to meet both existing and new customers - with a champagne networking reception, dinner and an after party - all held at The Landmark Hotel, London on Friday 2nd February 2024.

Press coverage

The SGD work closely with the industry leading PR consultancy Hind & Osen - which reaps huge rewards with not only coverage in the SGD's Garden Design Journal - but as an established industry leading event with coverage in the national press and with our media partner, The English Garden Magazine.

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Sponsor the most prestigious awards in the industry

- ◇ Announcement of your sponsorship and category on The SGD social media platforms (the SGD Instagram alone has circa 71,000 followers) with further social media posts between sign up and the awards in September.
- ◇ SGD Awards Sponsors Logo - only available to sponsors of the Awards and an ideal opportunity to show your alignment with the SGD - by using this on business cards, advertising, brochures, e mail signatures, company vehicles, e shots and so forth.
- ◇ Direct access to members of the SGD with Supplier CPD's through either their cluster groups, open days or webinars
- ◇ Sponsorship announcement on The SGD website - including a company profile and logo, along with links for your company social media platforms and Linked In profile - allowing SGD members to easily follow and interact with each sponsor
- ◇ A bespoke 'Meet the Sponsors' newsletter which goes out to all SGD members on e mail in November and 'alongside inclusion in the 'Meet the Sponsors' digital brochure which goes to all members of the SGD and everyone in attendance on the evening in addition to being available on the SGD website
- ◇ Coverage of your sponsorship in the GDJ - the Society of Garden Designers award winning publication





Sponsor one of the most prestigious awards in the industry

- ◇ Champagne networking reception prior to the awards ceremony
- ◇ Free advert in the SGD Awards brochure which goes to every attendee on the night
- ◇ Company introduction by the host - with promotional graphic, company logo and a brief statement about your company and its products/services to everyone in the room
- ◇ Official photos of your representative on stage presenting the award with the host of the evening and the award winner - along with more photos in front of the official SGD banner off stage - these photos are a great promotional tool for you and your company
- ◇ Social media coverage as the winners are announced throughout the evening - including photos and coverage of the sponsors

For full information on the benefits and breakdown of packages available please contact Andrew Barringer on sponsors@sgd.org.uk

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The social media coverage of the awards runs long after the awards ceremony itself

Sponsors are thanked within the GDJ (Garden Design Journal) with photo highlights of the event covering a 7-page spread

Sponsors also have first refusal to retain their award category for the next year.

"We were so delighted to win this award. The SGD awards are some of the most coveted in the industry. This project goes to the heart of what we are and do as a practice. The client was so pleased – it will definitely go up on the wall there! John Wyer FSGD"

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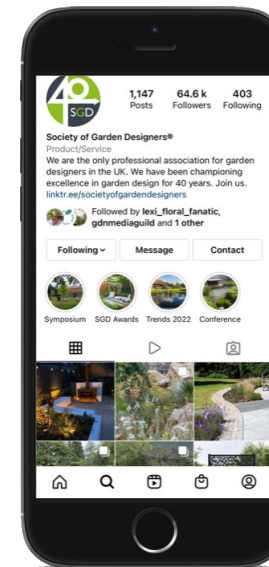




Branding on SGD Awards
marketing, promotional material,
e-newsletter and website



Inclusion in the Awards
brochure including a
quarter-page
advertisement



Social Media
announcements of
sponsorship at the
event and updates on
the night



Inclusion in the Society's
flagship magazine
Garden Design Journal

The opportunity for your brand or organisation to be associated with design excellence in the garden and landscape design profession

What will you gain?
Promotion across the year through the SGD's award-winning monthly Garden Design Journal, with an audience of 4,000 professionals

Corporate hospitality and networking opportunities at the SGD Awards Ceremony and the opportunity to meet the garden design talent of the future.

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Previous sponsors include



Sponsorship packages start from £3500 - for more information please contact Andrew Barringer on [07707 592326](tel:07707592326) or email sponsors@sgd.org.uk