



PROPOSAL FOR

# SPONSORSHIP

HELP YOUR COMMUNITY BLOSSOM WITH CUMBRIA IN BLOOM

Our vision is to bring together local businesses and communities to improve our environment for all.

Help your community blossom with Cumbria in Bloom sponsorship.

Become a sponsor of Cumbria in Bloom and join our sustainable vision for our county.

# Our vision & mission





# About Us

Cumbria in Bloom is the county's premier charity working to encourage people to come together to improve our environment.

Part of the Royal Horticultural Society Britain in Bloom, Cumbria in Bloom work to engage with groups of volunteers across Cumbria, encouraging participation in a range of competitions that promote improvement of horticulture, floriculture and environmental issues in our county.

As a registered charity, we are a group of volunteers who believe that if you appreciate where you live, you will want to work to make a difference and show pride in our community and environment.

Cumbria in Bloom was established in 1983 and is reliant upon external funding.

Every year Cumbria in Bloom organises competitions to encourage all members of our community get planting including:

- Pride in your community awards
- RHS It's Your Neighbourhood
- Tourism Award
- School gardening
- Allotment.

## BE PART OF OUR SUCCESSES

Four community groups in 2022 successfully represented Cumbria in Britain in Bloom:

- Irthington awarded a Silver Gilt in the small village category,
- Workington awarded Silver in the finals for the large town category.
- Ulverston won the Gold award for BID's, Town and City Centre category
- Ulverston awarded received a certificate of achievement for horticultural excellence.

And Danny Poland, chair and founder of Irthington in Bloom, awarded the Britain in Bloom Young Champion award for this year.

Your business can be part of the success for 2023 as your sponsorship will ensure the future support to volunteers through Cumbria in Bloom..

# Sponsorship

## BUSINESS OPPORTUNITIES

Stand out in the minds of your clients through sponsorship and support of Cumbria in Bloom. It is the perfect way to build your brand and share key messages with a valuable audience that is engaged and loyal.

## ENGAGEMENT OPPORTUNITIES

- Cumbria in Bloom membership
- Cumbria in Bloom e-newsletters
- Facebook
- Instagram
- Website
- Media releases
- Cumbria in Bloom AGM
- Cumbria in Bloom annual award ceremonies

# Sponsor benefits



- Your business will be linked with the county's leading horticultural organisation – highlighting your support of local communities and dedication to environmental improvements
- Every business sponsor will receive a Certificate of Recognition and thanks to publicly display your support and bond with Cumbria in Bloom
- Your business will be featured on our dedicated sponsors page and have your own dedicated page on our Cumbria in Bloom website
- Your business will be thanked for your sponsorship in a Cumbria in Bloom media release, with our communications specialist working with you to ensure your services are promoted.
- Your business will be thanked via our social media posts on Facebook, Instagram and LinkedIn.
- Our communications specialist will work with you or your marketing team to feature your services as part of our scheduled, milestone media releases.
- Your business will be featured in the Cumbria in Bloom e-newsletter.
- Cumbria in Bloom will supply you with a sponsors e-signature and logo for your website to let your business contacts know about your support of local volunteers improving our environment and link to the county's leading horticultural charity.



#### Recent media coverage:

- BBC 1's The One Show
- BBC Radio Cumbria
- CFM Radio
- ITV Border Lookaround
- BBC North East & Cumbria
- That's Cumbria TV
- Cumbria Life
- Cumberland News
- Westmorland Gazette
- North West Evening Mail
- Cumberland & Westmorland Herald
- Keswick Reminder
- Whitehaven News
- Carlisle News & Star
- Workington Times & Star

Cumbria in Bloom can create your bespoke promotional plans and build around your organisation's marketing strategy and budget.

Please contact:  
[sponsorship@cumbria-in-bloom.org.uk](mailto:sponsorship@cumbria-in-bloom.org.uk)  
 or call **ADD TELEPHONE NUMBER**



# Thank You