



Philadelphia PHS Flower Show[®]

March 2 - 10, 2024 | PA Convention Center





The Pennsylvania Horticultural Society believes in the power of horticulture to make positive social and environmental change. A leading Philadelphia arts and culture nonprofit, PHS was founded in 1827. While many things have changed for us over time, our main focus has not wavered. In 2019, PHS adopted Vision 2027, a new strategy that fully commits PHS to using horticulture to advance the health and well-being of the Greater Philadelphia region.

Driven by a diverse community of more than 300,000 supporters, volunteers, and gardeners, PHS uses all its activities to advance four impact priorities:

- Creating healthy living environments
- Increasing access to fresh food
- Expanding economic opportunity
- Building meaningful social connections



United By Flowers Theme

"United by Flowers" pays tribute to the flourishing community that blossoms from our shared love of gardens and flowers.

This year's show celebrates the deep connections plants create and the joyous, flower-filled moments that unite us all.

Immerse yourself in breathtaking gardens and floral installations by award-winning designers, create with skilled artisans, shop at unique vendors, and learn more about the world of gardening.

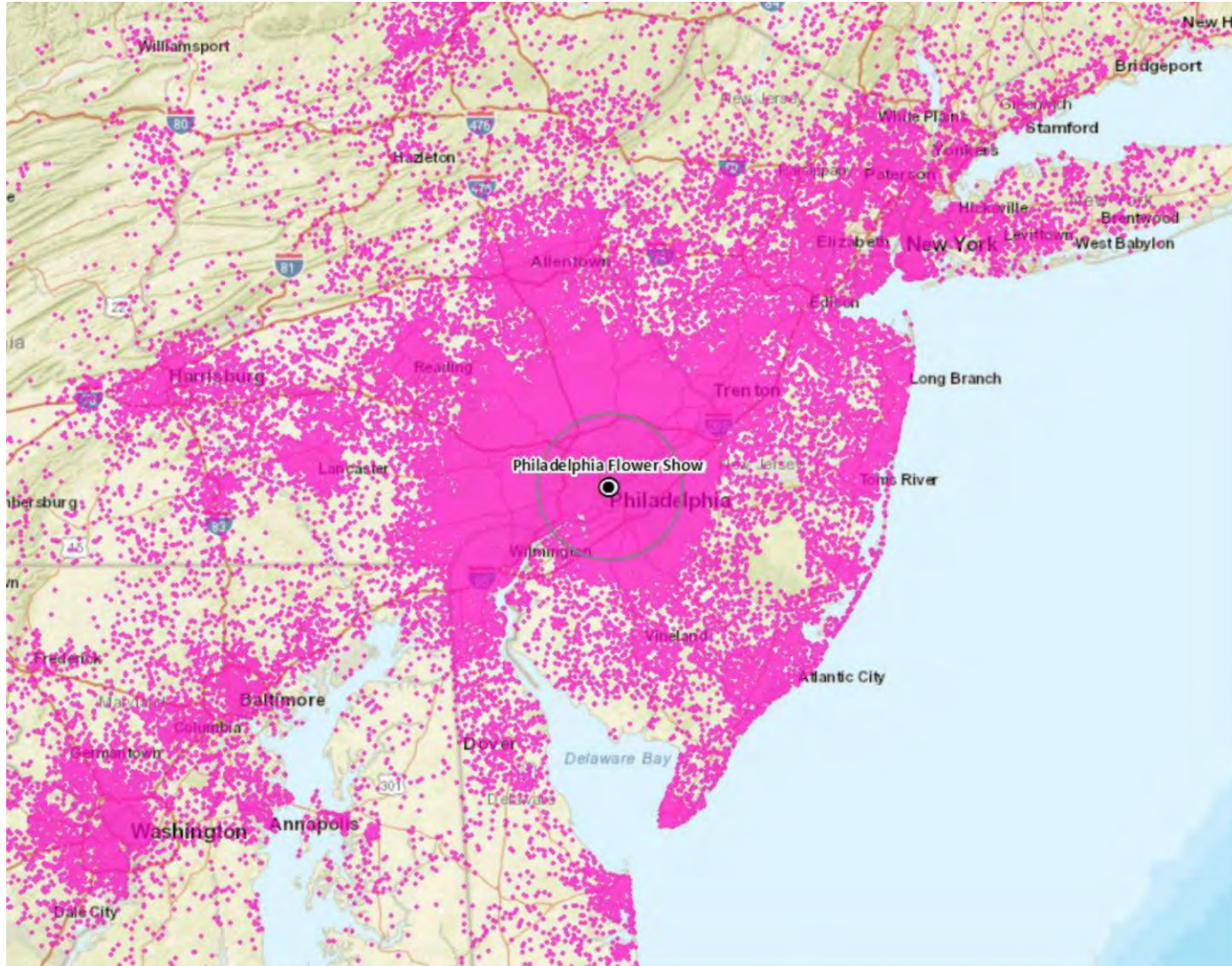
Whether you're a devoted plant parent, a first-time vegetable grower, or simply love the beauty of fresh flowers, the 2024 Flower Show invites you to experience an event where dazzling blooms serve as a common language to bring us closer as a vibrant, growing community.

The 2024 Philadelphia Flower Show takes place
March 2 - 10 at the PA Convention Center.



Historical Stats

- The Flower Show is the major fundraising event for PHS.
- Started in 1829, it is the largest and oldest flower show in the U.S.
- Attracts ~200,000 attendees annually and generates over \$64 million in economic impact for the City of Philadelphia.
- Top 10 attended events in the country.
- Features 10 acres of large-scale artful installations with hundreds of floral, gardens, landscapes, plants, and exhibits
- Voted 'Best Event in the World' (2014 & 2017) by International Festival & Events Association.
- In 2021 & 2022 the Flower Show moved outdoors to FDR Park.
- The 2023 Flower Show moved back to the Pennsylvania Convention Center.

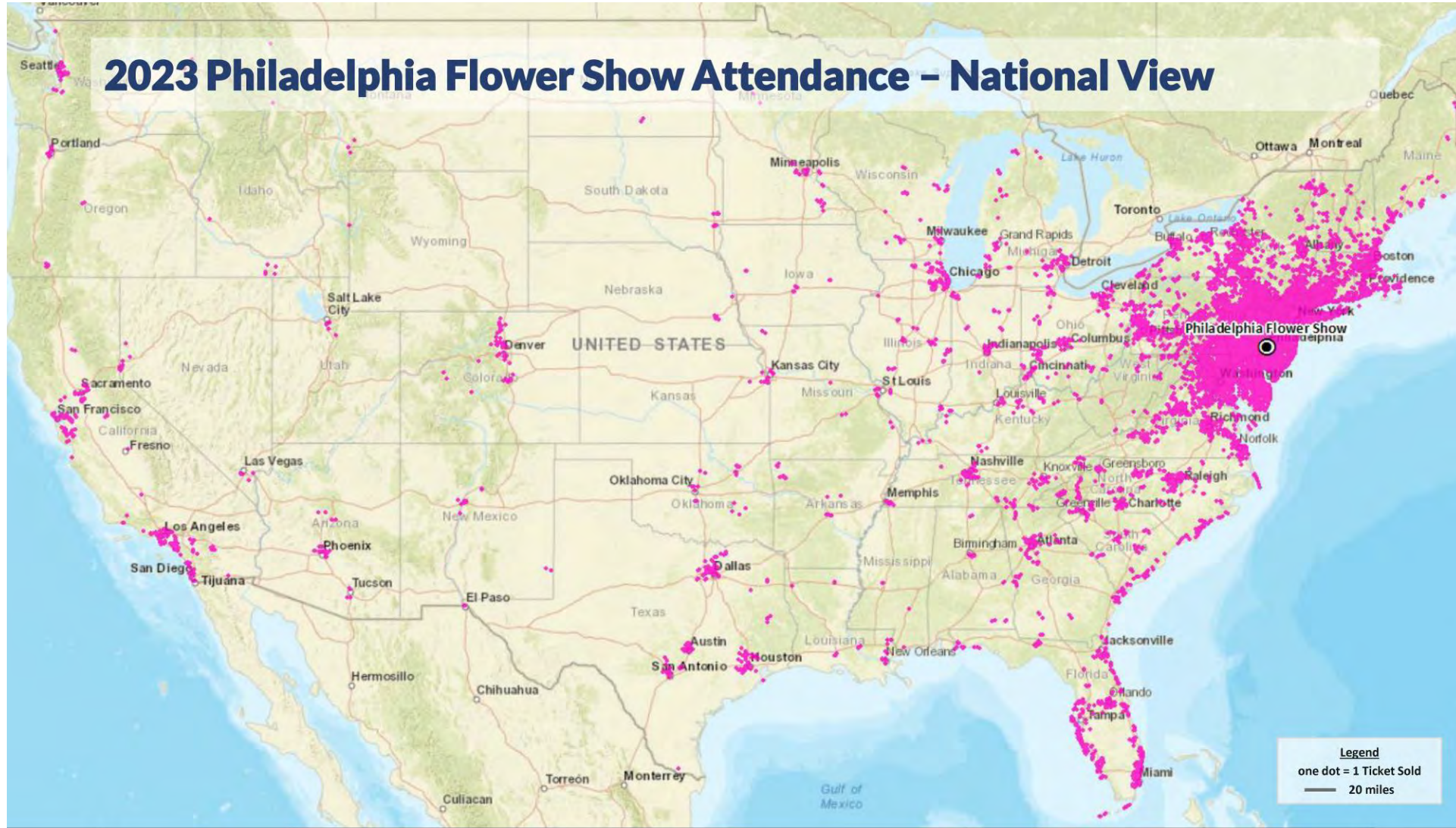


2023 Philadelphia Flower Show Attendance – Regional View

- › The 2023 Flower Show drew more heavily from all areas, continuing to draw most extensively from the greater Philadelphia region, as well as increasing draw from states along the Atlantic Coast
- › More than half (58.4%) of tickets in 2023 were purchased by residents of the state of Pennsylvania.

Legend
one dot = 1 Ticket Sold



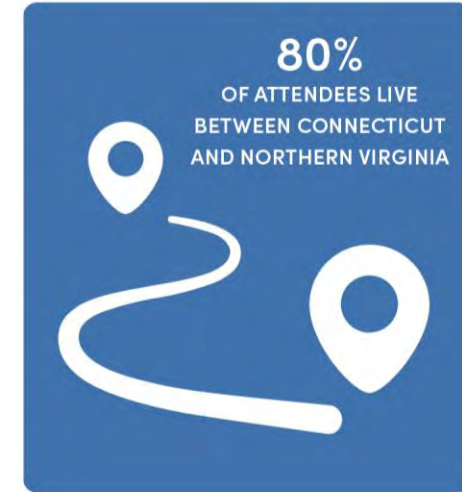
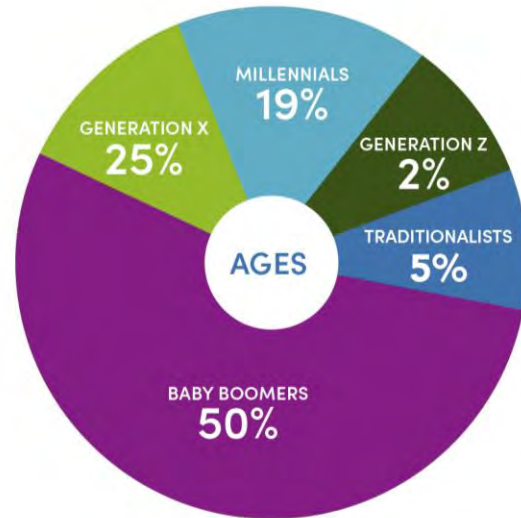
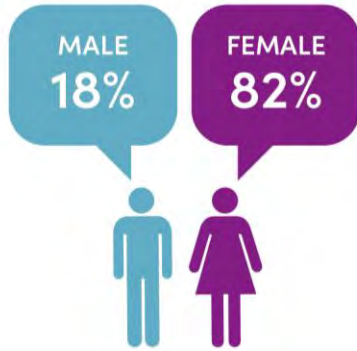


2024  PHS Philadelphia Flower Show. Sponsorship Experience Video

CTRL/Click Image Below to Play

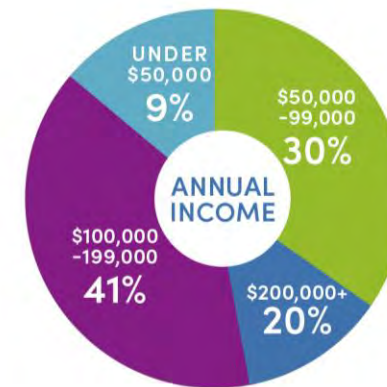


Flower Show 2023 Demographic Profile



PHS EMAIL COMMUNICATIONS DEMOGRAPHICS

18-24	2.7%
25-34	20.5%
35-44	18.4%
45-54	9.4%
55-64	10.3%
65+	29%



2024 PHS Philadelphia Flower Show.

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SUPPORTING SPONSORS



Flower Show 2023 Sponsors

MEDIA PARTNER



CONTRIBUTING SPONSORS



TOURISM PARTNERS



Sponsorship Options

Sponsorships Range from \$15,000 - \$250,000 and can include:

- On-Site Activation Area from a 10' x 10' branded display area to a 50' x 60' branded garden. PHS Staff can design, procure, install, and maintain branded displays and garden.
- Category Exclusivity
- Logo inclusion on major media advertising
- Promotion of On-Site Activation
- On-Site Sales and Customer Solicitation
- Collaborative Blog Posts
- Collaborative Social Media Integration
- Advertisement in PHS Grow Digital Magazine
- Integration into Influencer Program
- Inclusion of Branded items in Influencer/Media Swag Bags
- Digital Ad on Flower Show Website page
- Logo placement on event signage, website and map.
- Access to Flower Show Conference Rooms for Employee Meetings/Trainings or Customer Hospitality
- Tickets
- In/Out Access for Working Staff



















2024  PHS Philadelphia Flower Show. **Branded Garden Examples**







2024 PHS Philadelphia Flower Show. Branded Display Examples







Branded Floral Examples







Join us at the Flower Show!

www.PHSONline.org/sponsortheflowershow
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