


Royal Entomological Society at the



RHS Chelsea Flower Show 2023





2023 Chelsea
Flower Show
22-27 May

The Royal Entomological Society is excited to be hosting its first ever garden at the Chelsea Flower Show in May 2023.

Who we are

The Royal Entomological Society is a global charity with an exciting vision to enrich the world with insect science. We do this by uniting experts from across the globe to share and preserve knowledge whilst engaging diverse audiences in the wonder of the insect world. We invest in meaningful insect science to benefit people and nature.

Founded in 1833, the Royal Entomological Society is one of the world's oldest organisations devoted to the understanding and development of insect science. Many eminent scientists of the past like Charles Darwin, Alfred Russel Wallace and Miriam Rothschild have been Fellows of the Society. At our Chelsea events we will share some of our latest discoveries with you and your guests, inviting you to join our community of innovators and research pioneers.

In 2022:

- + RES launched an ambitious new strategy.
- + Celebrated a programme which saw the UK reintroduction of the Large Blue butterfly following extinction.
- + Published over 400 scientific papers of cutting edge insect science research to a global audience.
- + Led Insect Week, with over 70 collaborators running public engagement events across the globe.

All the funds we raise help us support cutting edge insect science.



Chelsea Flower Show

This year the RHS Chelsea Flower Show celebrates its 110th anniversary. A world-famous event, hosted by the Royal Horticultural Society at the Royal Hospital Chelsea, London, the show attracts an average of 168,000 visitors each year. Its audience is further widened through extensive BBC television and other media coverage that surrounds the show.

Our garden for the show in 2023 has been designed by award-winning designer Tom Massey, who is known for his sustainable and innovative approach to garden design and who most recently won a RHS Gold Medal and Best Show Garden for Yeo Valley Organic at RHS Chelsea Flower Show 2021. The design, development and build of the garden has been made possible with the generous support of our headline sponsor, Project Giving Back (givingback.org.uk)

Following its launch at the show, and in partnership with the team at Lendlease, the Royal Entomological Society Garden will be relocated to International Quarter London (IQL), at the gateway to the

Queen Olympic Elizabeth Park. Our close neighbours will include the new Victoria & Albert Museum, BBC Music studios, Sadler's Wells East, University of the Arts and University College London, where a team of RES affiliated entomologists are already based.

To help us maximise the opportunity of having a show garden at RHS Chelsea, we will host a series of exclusive supporter events at the show. Funds raised will help us create a legacy garden dedicated to insect science at IQL, open for public enjoyment and engagement, and as a centre of education, training and research for generations to come.

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Supporter Opportunities

During RHS Chelsea Flower Show, the Royal Entomological Society will host two evening after-hours events for up to 120 guests on Tuesday 23 and Thursday 25 May 2023 and daily breakfast receptions for up to 30 guests from Tuesday 23 to Friday 26 May 2023.

These events will offer guests a wonderful opportunity to catch up with trusted colleagues from across the world, make new connections and enjoy the show without the crowds. We look forward to welcoming charity leaders, business professionals, policy makers, eminent entomologists and many others from a diverse range of backgrounds to share our enthusiasm for insect science and learn how we can all make a difference to insect life in our changing world.



Supporter Opportunities:

Garden Drinks at Dusk

 Tuesday 23 & Thursday 25 May

Each event will welcome up to 120 guests with exclusive access to the Royal Entomological Society Garden. Guests will enjoy entry to the show from 5:30pm, an exclusive tour of the garden with Tom Massey and the RES team from 8:15pm, accompanied by twilight drinks and insect-inspired canapés.

The events will celebrate the incredible world of insects, as moths, bats and other nocturnal creatures begin to move in and enjoy the diverse food and habitats our garden offers.

We are seeking a headline supporter for each of our after-hours events at a value of £20,000 +VAT per evening.

Headline Supporter Benefits:



A number of tickets to offer your team and clients. Guests can visit the RHS Chelsea Flower Show from 5.30pm until the showground closes at 9:45pm



An **exclusive guided tour** of the garden with Tom Massey and Royal Entomological Society goodie bag



Your logo at the top of all invitations for the after-hours event



The opportunity to distribute additional promotional materials to guests on the night



A **dedicated space on our website** to celebrate our collaboration and at least four **social media posts** before the show and four posts following the show



A **short film** celebrating our collaboration for use on social media, website and other owned channels to demonstrate your support of insect science and our charitable mission




Visitor **feedback and other stats** from the event to show how your contribution has made a direct difference to the work we do as a charity.



Supporter Opportunities:

Breakfast Buzz Events

 Daily from Tuesday 23 to Friday 26 May

Each event will welcome up to 30 guests with access to the show. There will be a private guided tour of the Royal Entomological Society Garden after joining the CEO and team for breakfast at a nearby restaurant first. All guests are then welcome to spend the day at the show, enjoying the other wonderful gardens and exhibits.

We are seeking a headline supporter for each of our Breakfast Buzz events at a value of £6,000 +VAT per event.

Headline Supporter Benefits:



A number of tickets to offer your team and clients. We can work with supporters to invite mutually beneficial guests and partners to further enhance the experience and opportunity



An **exclusive guided tour** of the garden and Royal Entomological Society goodie bag



Your logo at the top of all invitations for the breakfast event



The opportunity to distribute additional promotional materials to guests on the day



A **dedicated space on our website** to celebrate our collaboration and at least two **social media posts** before the show and two posts following the show



A **short film** celebrating our collaboration for use on social media, website and other owned channels to demonstrate your support of insect science and our charitable mission



Visitor **feedback and other stats** from the event to show how your contribution has made a direct difference to the work we do as a charity.



Auction

Do you have a high value item or experience that you could donate to raise funds to support our work? We plan to host an auction to celebrate our involvement at the RHS Chelsea Flower Show 2023 and are looking for prizes.

If you can offer something for our auction, opportunities could include:

- + Having your company featured on our social media channels and website
- + Tickets to our exclusive after-hours event(s) at the show so you can network and enjoy the gardens without the crowds
- + The option to include an item in our event gift bags for guests
- + Public mentions of your support where possible before and after the show

If you have any other ideas we would be very happy to meet and discuss with you!



Donate

You or your clients may also be able to support us with a single or regular donation – you can do this here: <https://www.royensoc.co.uk/donate>

You may have other ideas of how you would like to support or work with the Royal Entomological Society. We would be excited to hear from you and Simon, our CEO, is happy to personally meet and discuss options with you.





For more information, please contact
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