

**Fulham
Palace
House &
Garden**

Sunday 3 May 2026

**Go green fest
sponsorship
package**

fulhampalace.org

Document updated 27.03.2026

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- **Go green fest 2026 – theme & audiences**
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What is Fulham Palace?

Fulham Palace Trust

Bishop's Ave London SW6 6EA

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We are located by the leafy Bishop's Park on the north bank of the Thames, a short walk from Craven Cottage (home of Fulham FC). The Palace is a ten-minute walk from Putney Bridge Underground and a fifteen-minute walk from Putney railway station.

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- Fulham Palace is the historic home of the Bishop of London since 704 AD.
- The Palace encompasses a suite of historic Grade I listed buildings, a Grade II listed garden, a popular café and an in-house museum.
- The site is managed by **Fulham Palace Trust**. Established in 2011, we are a small independent charity dedicated to maintaining the Palace and garden and sharing the site's history with the public.
- We welcome an average of 350,000 visitors to the Palace each year. The site is open to all and free to visit all year round.

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- The botanic garden at Fulham Palace encompasses 13 acres of stunning plantings, rare trees and a beautiful walled garden.
- Developed over the centuries by various resident Bishops, the current garden is largely based on Bishop Terrick's 18th century layout.
- The walled garden incorporates an earlier Tudor wall and now plays host to a vinery, vegetable and flower beds and a renowned 17-meter wisteria thought to be around 200 years old.



'For over 1,000 years Fulham Palace has been a green oasis in this corner of west London. It is the home of many botanical firsts and the second oldest botanic garden in London. Today, our house and garden are open seven days a week, free of charge, to be enjoyed by all who visit

It is now five years since we launched our biodiversity and climate change policy. In 2024, we were able to build a new pond and launch our outdoor learning programme. Inside the house, we have replaced the halogen lighting in the historic Porteus Library with LED lighting. We continue to widen the debate on environmental issues to include the discussion of the decolonisation of horticulture in the heritage environment.'

Sian Harrington, chief executive of Fulham Palace Trust

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Fulham Palace Trust is committed to:

- introducing more planting schemes in its gardens which encourage biodiversity;
- carrying out sustainable and environmentally sound horticultural practices;
- measuring the local climate at our weather station and informing our visitors about the changes we are seeing in our garden;
- encouraging and inspiring visitors, volunteers, staff and tenants to reduce their own pollution and carbon footprint;
- reflecting ecology and climate issues in our events programming;
- using green electricity tariffs;
- using environmental and energy efficiency best practice when managing our estate and when undertaking restoration and improvements.

In 2025/26 our renewed focus on our buildings and facilities includes the following:

- We will be undertaking bee surveys on site with the help of the London Natural History Society.
- We will be further improving our waste segregation to include the separate collection of all food waste from all our staff areas and kitchens, alongside our composting waste stream.
- Our waste contractor will be using our food waste to generate energy.

Go green fest 2026

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About

Go green fest is the Palace's annual springtime celebration of sustainability, gardening and community.

This year's theme is '**do it yourself**'. From community repair workshops and eco crafting sessions to expert-led talks on gardening and biodiversity, go green fest is all about encouraging small everyday actions in order to inspire big ideas for the future.

Previously known as the green meet, go green fest is a refreshed format with a renewed focus on a family audience. The event has been reimagined as a hands-on day of discovery, play and ecological inspiration for all ages.

We expect approximately 3,000 attendees.

(Please refer to slides 12 –14 for attendee profiles)

Go green fest 2026

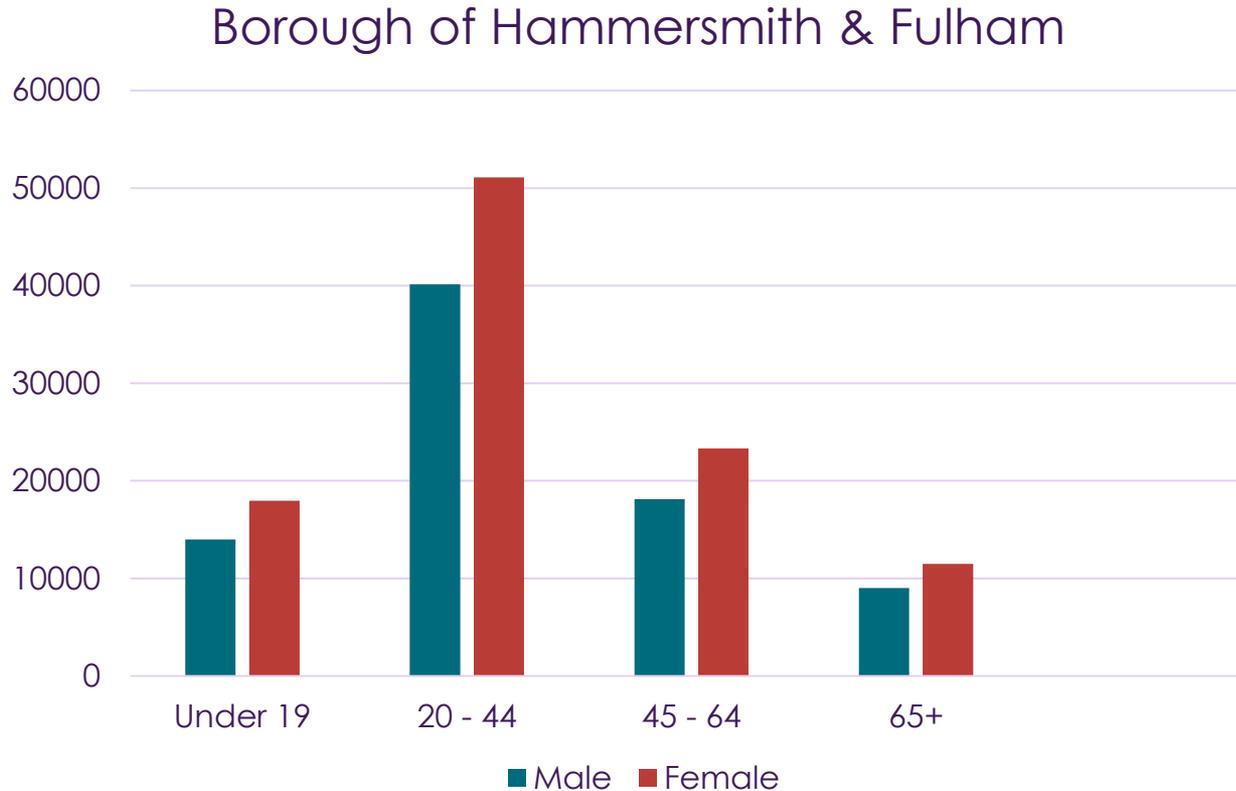
About

- Go green fest brings the community together to enjoy a range of workshops, activities and expert-led talks. Visitors can enjoy food and drink from a variety of vendors and browse a range of stalls including our own garden barrow.
- This year, all of our activities will be included in a single ticket price, attracting a high number of visitors across a broad spectrum of market segments.
- The event is part of Fulham Palace's biodiversity and climate change resilience work, reinforcing our commitment to preserving green spaces and promoting environmentally friendly practices.



Audience & reach

Local audience age demographics



Summary: 46.3% male vs 53.7% female of 188,700 residents.

Source: lbhf.gov.uk (mid-2024)

Key audience persona

1. Eco-conscious families

Age: Parents aged 30 – 50; children 3 – 14 years

Profile:

- Weekend family visitors
- Interested in nature, outdoor learning and sustainable living
- Value brands that are ethical, safe and educational
- High disposable income professionals – weekend is about spending time as a family in a way that enriches their children
- Majority are local residents – within walking distance

Best sponsor fits:

- ✓ Workshops
- ✓ Family-friendly entertainment
- ✓ Main event sponsors with a community focus

Key audience persona

2. Sustainability-minded adults

Age: 25 - 45

Profile:

- Young professionals, creatives, freelancers
- Interested in climate action, sustainable living, wellness, ethical brands
- Active on social media
- Some may come from slightly further afield – on foot or via public transport

Best sponsor fits:

- ✓ Workshops
- ✓ Entertainment
- ✓ Brands with strong ESG messaging

Key audience persona

3. Garden & nature enthusiasts

Age: 40 - 65

Profile:

- Gardeners, volunteers, local members
- Interested in biodiversity, conservation, heritage sites
- Loyal repeat visitors to Fulham Palace

Best sponsor fits:

- ✓ Workshops
- ✓ Entertainment
- ✓ Brands with strong ESG messaging

**Sponsorship
opportunities &
packages**

Sponsorship tiers



Disclaimer:

This document is for indicative purposes only and does not constitute a binding agreement. Sponsorship arrangements are subject to further discussion and a formal contract.

Marketing & promotion plan

Marketing & promotion plan for go green fest

Promotional materials

Printed:

- ✓ Banners
- ✓ Onsite collateral (posters, leaflets)
- ✓ Event brochure – schedule & itinerary of entertainment, workshops etc.

Digital:

- ✓ Fulham Palace website
- ✓ Press release, local media
- ✓ Socials (paid and organic)
- ✓ Newsletter to our 8,000 subscribers

Go green fest



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Get in touch today

**Contact: +44 (0)7760 302 044 (public events manager, Ana Coltatu)
General enquiries: +44 (0)20 7610 7164**

Email: eventassistant@fulhampalace.org

Business hours: 9:30 – 17:00

fulhampalace.org