

**Fulham
Palace
House &
Garden**

Sunday 4 October 2026

**Apple day
sponsorship
package**

fulhampalace.org

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- **Apple day 2026 – theme & audiences**
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Background to Fulham Palace

Fulham Palace Trust

Bishop's Ave London SW6 6EA

**Fulham
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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.

Fulham Palace Trust

Bishop's Ave London SW6 6EA

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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.

Fulham Palace Trust

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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 houses a variety of orchards, including apple orchards and an apple tree arch.



Apple day 2026

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About

Our Apple day festival is the Palace's annual autumn celebration of our orchard harvest, which includes anything apple-related. It attracts families and visitors looking to have a fun outing on the Palace grounds.

This event brings the community together to engage in a series of workshops, apple-themed activities, and outdoor games. Visitors can enjoy guided orchard tours, apple pressing demonstrations, live music and family activities.

Visitors will browse over 50 market stalls full of gifts and products, enjoy refreshments from various vendors, and watch fun demonstrations. Guests of all ages (junior or adult category) are also invited to enter our annual baking competition to make all types of apple-inspired pastries and cakes.

Last year we saw more than 4,300 guests. This year we expect an estimate of 4,500 – 5,000 attendees.
(Please refer to slides 12 –14 for attendee profiles)



Apple day 2026

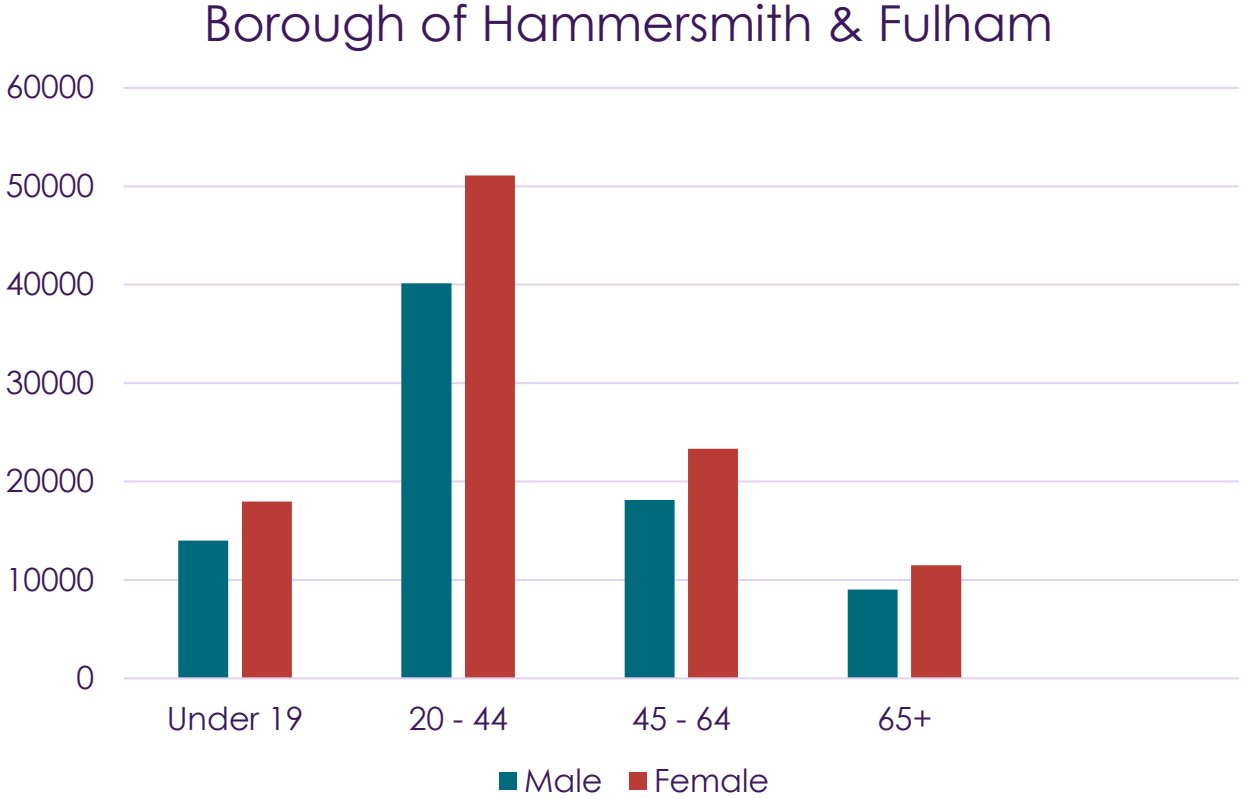
About

- Apple day brings families, gardeners, and the local community together through many different activities throughout the day, creating engaging experiences for everyone. Visitors will find a variety of food and drink from local businesses and the Drawing Room Café.
- Children can participate in crafts, garden games, and face painting, while adults can try their luck at tombola to win prizes and learn from the Palace's expert gardening team.
- The Palace's garden barrow stall will be showcasing its own organically grown produce, homemade jams and chutney and freshly cut flowers created from the Palace's garden.



Audience & reach

Local audience demographics



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

Source: [lbhf.gov.uk](https://www.lbhf.gov.uk) (mid-2024)

Key audience persona

1. Families with children

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

Profile:

- Weekend family visitors looking for seasonal outdoor experiences
- Want to get involved with the annual harvest, apple-themed activities, and markets
- High disposable income professionals – weekend is about spending time as a family in a way that deepens their children’s connection to nature.
- Majority are local residents – within walking or cycling distance

Best sponsor fits:

- ✓ Baking competition
- ✓ Family-friendly entertainment
- ✓ Food and beverage stallholders
- ✓ Main event sponsors with a community focus

Key audience persona

2. Foodies & artisan shoppers

Age: 22 - 50

Profile:

- Young professionals, creatives, freelancers
- Interested in local crafts, food markets, and baking competition
- Visitors with disposable income to spend on seasonal goods
- Active on social media
- Some may come from slightly further afield – on foot or via public transport

Best sponsor fits:

- ✓ Workshops
- ✓ Baking competition
- ✓ Entertainment
- ✓ Beverage (Alcoholic)

Key audience persona

3. Retirees

Age: 60+

Profile:

- Locals – within walking distance
- Strolls through gardens and heritage sites in free time
- Interested in goods at the market
- Loyal repeat visitors to Fulham Palace

Best sponsor fits:

- ✓ Workshops
- ✓ Entertainment
- ✓ Food and beverage stallholders

Sponsorship
packages &
marketing plans

Sponsorship Tiers

Blossom

(exclusive baking)

Brands supporting or hosting baking competition. Includes mentions when baking competition pops up on printed brochures, newsletters, or on social media. Hyperlink on website next to competition.

£500 + VAT

Orchard

(entertainment)

Brands powering harvest activities, games, or audience engagement. Includes mentions wherever the entertainment appears on social media or newsletters. Hyperlink on website next to entertainment.

£750 + VAT

Harvest

(main event)

Brands that seek high level of visibility and brand recognition to families and young shoppers. Includes sponsor name incorporated into official title of event, high media coverage, and brand ambassador access. Hyperlink on website and on digital promotional graphics.

£2000 + VAT

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 for Apple day

Promotional materials

Printed:

- ✓ Banners around area a few months in advance
- ✓ Onsite collateral (posters, leaflets)
- ✓ Event brochure – schedule & itinerary of entertainment, workshops etc.

Digital:

- ✓ Fulham Palace website
- ✓ Press release, local media
- ✓ Socials (paid and organic) - X/Facebook/Instagram (17.4k followers approximately)
- ✓ Newsletter to our 8,000 subscribers

Apple day



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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 (Mon-Fr): 9:30 – 17:00**

fulhampalace.org