



PHS

Philadelphia Flower Show®

March 12 (Members' Preview Day) – March 21, 2027

PA Convention Center





Founded in 1827, the Pennsylvania Horticultural Society (PHS) believes in the power of horticulture to make positive social and environmental change. Driven by a diverse community of 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





Iconic Status

- The Flower Show is the major fundraising event for PHS.
- Started in 1829, it is the largest and oldest flower show in North America, and in the top three globally with peer events, the Chelsea Flower Show and the Singapore Garden Festival.
- Attracts ~240,000 attendees annually and generates over \$64 Million in economic impact for the City of Philadelphia.
- One of the top 10 attended annual events in the country.
- Features 10 acres of large-scale artful installations with hundreds of gardens, floral designers, exhibits, interactive activations, and shopping.
- Voted 'Best Event in the World' (2014, 2017, 2022) by International Festival & Events Association.

2027 Theme - Iconic



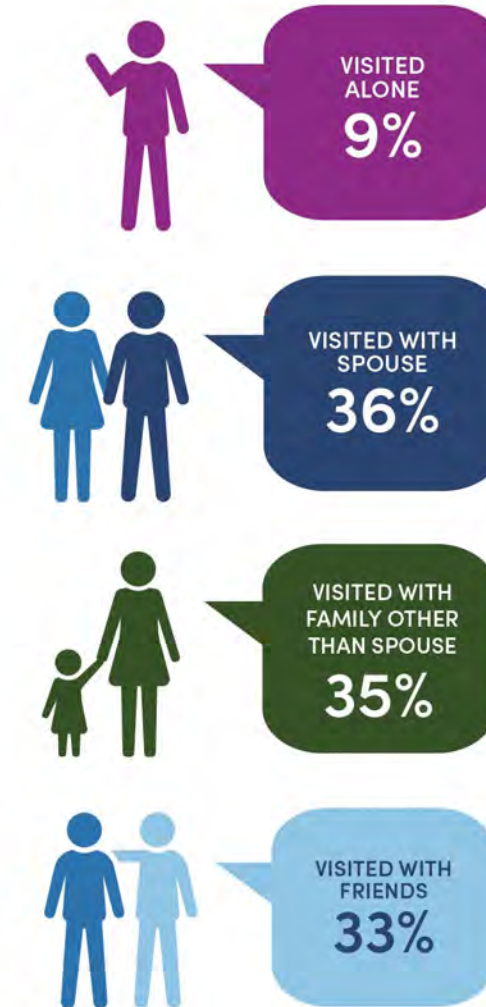
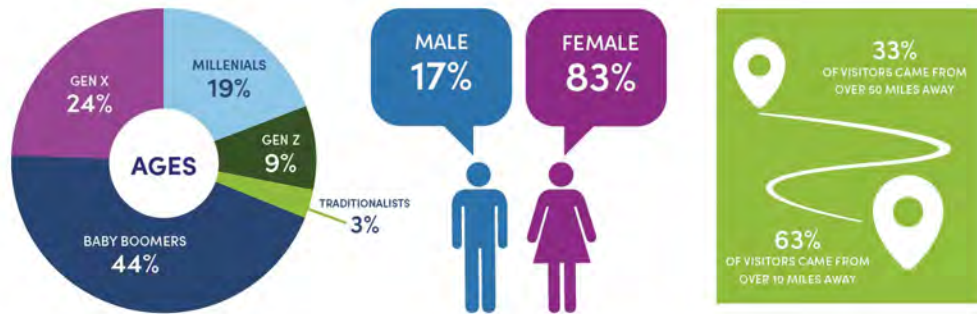
What makes a garden, a plant, a place, or an institution truly iconic? That's the question at the heart of the 2027 Philadelphia Flower Show. From a single park bench to the great public spaces of Philadelphia and the world, Iconic is ultimately about a feeling — the moments, places, and things that stop you, move you, and stay with you long after you've left.

In 2027, Pennsylvania Horticultural Society turns 200. Two centuries of public spaces, beloved traditions, championing horticulture, and producing the world's longest-running flower show.

Displays will speak to what makes an icon — whether that's a recreation of something that already exists, a new interpretation, or a case for something that deserves to be recognized as one. They will be starting with something rooted in the tradition of public gardens and public space: a park bench, a garden gate, a formal allée.

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Demographic Profile

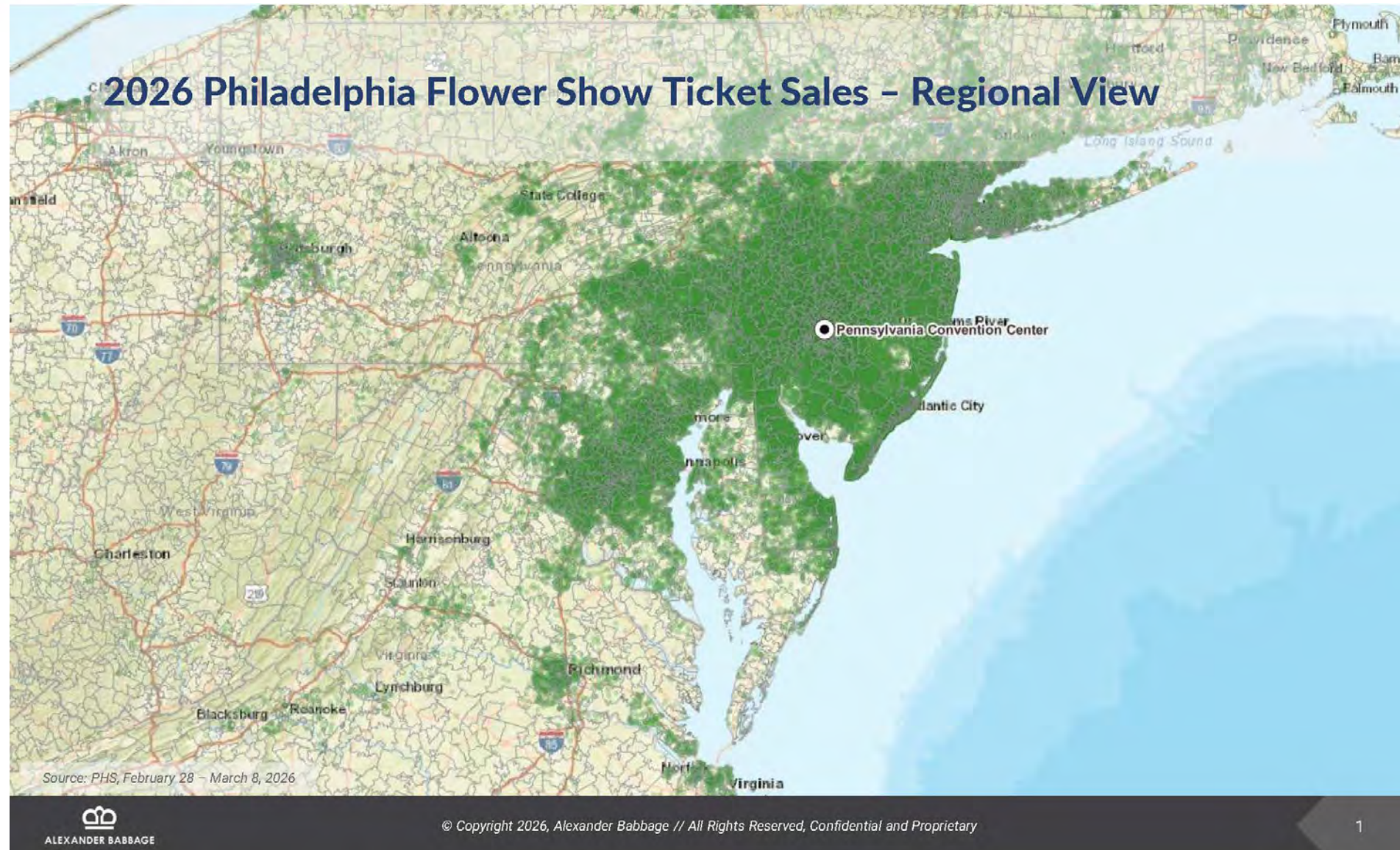


PHS EMAIL COMMUNICATIONS DEMOGRAPHICS

18-24	4%
25-34	19%
35-44	16%
45-54	8%
55-64	8%
65+	29%
TOTAL EMAIL RECIPIENTS	433,358









2027 PHS Philadelphia Flower Show.

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Sponsorship Benefits

Sponsorship Benefits, depending on investment level, can include:

- On-Site Activation Area that could range from a 10' x 10' branded display area to a 50' x 60' branded garden. For additional cost, PHS Staff can design, procure, install, and maintain floral displays and gardens.
- 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.
- 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.
- Year-round opportunities for engagement with numerous PHS programs and events.





























Join us at the Flower Show!

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