

Wimbledon Town Centre Sponsorship Opportunities

Summer 2024



Summer of Sport – New for 2024!

Expanding beyond the Wimbledon Championships, we have a summer-long activation and programme of activities planned to celebrate the Summer of Sport!

Big Screen Tennis

The eyes of the world are upon SW19, not to mention the thousands of visitors who flock to Wimbledon Town Centre to enjoy the tennis coverage on our Big Screen during the first two weeks of July on The Piazza. Our screen is a hugely popular event on finals weekend!

Opportunities include: Overall event sponsorship, sampling and spot adverts on the screen.

Summer of Sport Piazza Activation

We're extending the Big Screen on The Piazza to show key sporting events, including the Tour de France, Olympics and more, coupled with seating, sports-inspired installations and games.

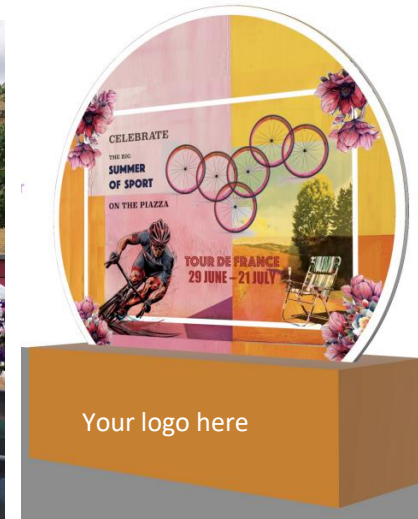
Opportunities include: Spot adverts on the Big Screen, sponsoring sporting activities, on-site branding for installations (like an Olympic podium), food/drink stalls, etc. Supported by promotion on Love Wimbledon's digital platforms.

Dates: 1st July – 31st August [Commitment requested by 18th April]

Cost: from £600



Big Screen Sponsorship



Installation mock-up



Tennis finals

Print Opportunities to extend your reach

Wimbledon Town Centre Map

A guide to discovering the town centre – including inspiration for what to see/do, where to eat, shop and experience! Distributed to businesses and visitors, the map is an ‘always on’ publication updated annually.

Delivered to homes in Wimbledon and the surrounding areas, distributed in key areas around the town centre, including offices, restaurants and hotels, and given to tennis fans outside the station during the Wimbledon Championships.

Print run: 75,000

Cost: from £800

*We are looking to reintroduce the Love Wimbledon guide and gauging interest from businesses. The print run would be as above, with A5 size adverts. Let us know if you would be interested in advertising.



Town Centre Map



Love Wimbledon guide

Local Market on The Piazza

A hyper-local opportunity for increased brand awareness.

Love Wimbledon's Local Market on The Piazza began in 2013 with just 11 stalls. It is now a favourite event among locals, hosting 27 stalls each month featuring superb street food and sweet treats, freshly baked artisan bread, unique art, bespoke jewellery, homewares, accessories and skincare from independent makers and creators.

Our outdoor market is held one weekend each month (usually the first weekend), centrally located on The Piazza in Wimbledon Town Centre, with high footfall and accessible by public transport, cycling, on foot or by car with parking nearby.

Sponsorship includes:

- 'Sponsored By' feature in our market newsletter, delivered to over 4K subscribers
- On site branding
- Potential to have a stall or other presence at the market 1x/season

Dates: One weekend of the month, April – October

Cost: £1,000



'A brilliant and friendly atmosphere with fantastic products and amazing traders, we see the market as an essential event for the local community. People who visit the market, including our regular amazing customers, tell us the market is a local monthly meetup.' —LusoBrazil

Sponsorship opportunities to promote your business in 2024/25

April	May	June	July	August	September	October	November	December	January	February	March
Town Centre Map/Love Wimbledon Guide											
Floral Planters											
Local Monthly Market											
			Summer of Sport 1-July – 31-Aug								
					Sustainable September Dates TBC					Valentine's Installation 8-16 Feb	
							Wimbledon Winterfest 24-Nov				
								LW Christmas Tree mid-Nov - early Jan			
								Christmas Markets Weekends 23-Nov – 15-Dec			
		B2B Business Masterclass Series									