
Wimbledon Town Centre Sponsorship Opportunities

Christmas-Winter 2024



Christmas Tree

Our spectacular 25ft Christmas tree, situated outside Wimbledon station, brings festive sparkle and cheer to commuters, employees, residents and visitors.

Over 240,000 weekly commuters go through Wimbledon Station.

Your branded advertising boards would be attached to the white picket fence surrounding the tree, with fingerposts showing the way to all of the major attractions in Wimbledon Town Centre – plus the North Pole!

Sponsorship is supported by marketing and promotion on Love Wimbledon's digital platforms.

Dates: 20th November to early January

Cost: £3,500



Winter Guide

Our Winter Guide highlights inspiration for what to see/do, where to eat, shop and experience in Wimbledon Town Centre during the festive period.

The Winter Guide has a 3K print run and distributed in key locations in the town centre, including Wimbledon Station, hotels and local businesses. It is also featured digitally and promoted via the Love Wimbledon website.

There are 6 quarter page advertising opportunities available to showcase your festive offers! All sponsorship is supported by marketing and promotion on Love Wimbledon's digital platforms.

Dates: early November to early January

Cost: £500/advert



2023 Guide Example

New activities & family favourites

THERE'S MORE TO DO THAN EVER IN WIMBLEDON THIS FESTIVE SEASON!

Family Favourite Events

Bring on the festive cheer. Our annual **Wimbledon Winterfest** will take place Sunday 26th November, 12-4pm in a new spot next to the Wimbledon Quarter SW19, with vintage rides for children, magical ice sculpting workshops, alpine memorabilia, hot food and drinks, appearances from Father Christmas, community performances on our snow stage, together with our Christmas Market on The Piazza. **Fireworks and a new laser light show can be seen from Queen's Road at 5.30pm.**

Christmas Shopping

The **Wimbledon Christmas Market on The Piazza** offers 12 days of shopping from local artisans, weekends starting 18th November. Find everything you need for the festive season, from food for entertaining to gorgeous gifts, hot food and mulled wine. Don't miss the **Christmas pop-up in Elys**, each weekend from 11th November to 17th December. Father Christmas will make guest appearances in Elys from 9th December. Visit lovewimbledon.org for more seasonal shopping events throughout town.

Joyful Menus

Discover somewhere new to eat and drink this season. Whether you have your sights set on a traditional turkey dinner or something more exotic, Wimbledon's vibrant food scene is home to **award-winning restaurants, cafes and bars** - over 80 to choose from - including 25+ independents! When you're in town, be sure to stop by the two larger-than-life Christmas trees (outside Wimbledon Station and The Piazza), providing the perfect backdrop for photos with family and friends.

Festive Performances

This season is packed full of fab events. Exciting new family performances include **The Snow Queen** at Polka Theatre and the **Cinderella** pantomime at New Wimbledon Theatre, starring Craig Revel-Horwood. Join the **Christmas Sing-Along Concert**, with a live band and special guest soloists, this is one Christmas party you won't want to miss!

Christmas Markets on The Piazza

NEW opportunity for increased local brand awareness throughout the festive season.

Love Wimbledon's Christmas Markets are a favourite event among locals, hosting up to 27 stalls at each market featuring gorgeous gifts, delicious hot food, artisan bakes and mulled wine from small independent makers and creators.

Our Christmas Markets run every Saturday and Sunday from 23rd November to 22nd December, centrally located on The Piazza in Wimbledon Town Centre, with high footfall.

To launch the start of Christmas, we are planning a larger community event, including Riverside Radio broadcasting LIVE from The Piazza.

Sponsorship includes:

- 'Sponsored By' feature across all newsletters, over 15K subscribers
- Shout out on social media, over 25K followers
- On site 'sponsored by' branding
- Mention on Riverside Radio as part of the community event

Dates: November-December

Cost: £2,000



'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 meetup.' —

LusoBrazil

Valentine's Heart

Back by popular demand, our Valentine's Heart is available for sponsorship during the February Half-Term. Located on The Piazza in a high footfall area of Wimbledon, the heart is the perfect photo op for families, friends and pets and widely shared on social media.

Your logo will be prominently displayed on both sides of the heart.

Sponsorship is supported by marketing and promotion on Love Wimbledon's digital platforms.

Dates: 8th – 16th February

Cost: £1,000



Sponsorship opportunities to promote your business in 2024/25

2024									2025		
April	May	June	July	August	September	October	November	December	January	February	March
Town Centre Map											
Floral Planters on The Piazza											
Local Monthly Market											
			Summer of Sport 1-July – 31-Aug								
					Sustainable September					Valentine's Installation 8-16 Feb	
							Winter Guide November – early January				
							LW Christmas Tree 21-Nov - early Jan				
							Christmas Markets Weekends 23-Nov – 22-Dec				
		B2B Business Masterclass Series									