
Wimbledon Town Centre Sponsorship Opportunities

Christmas-Winter 2025

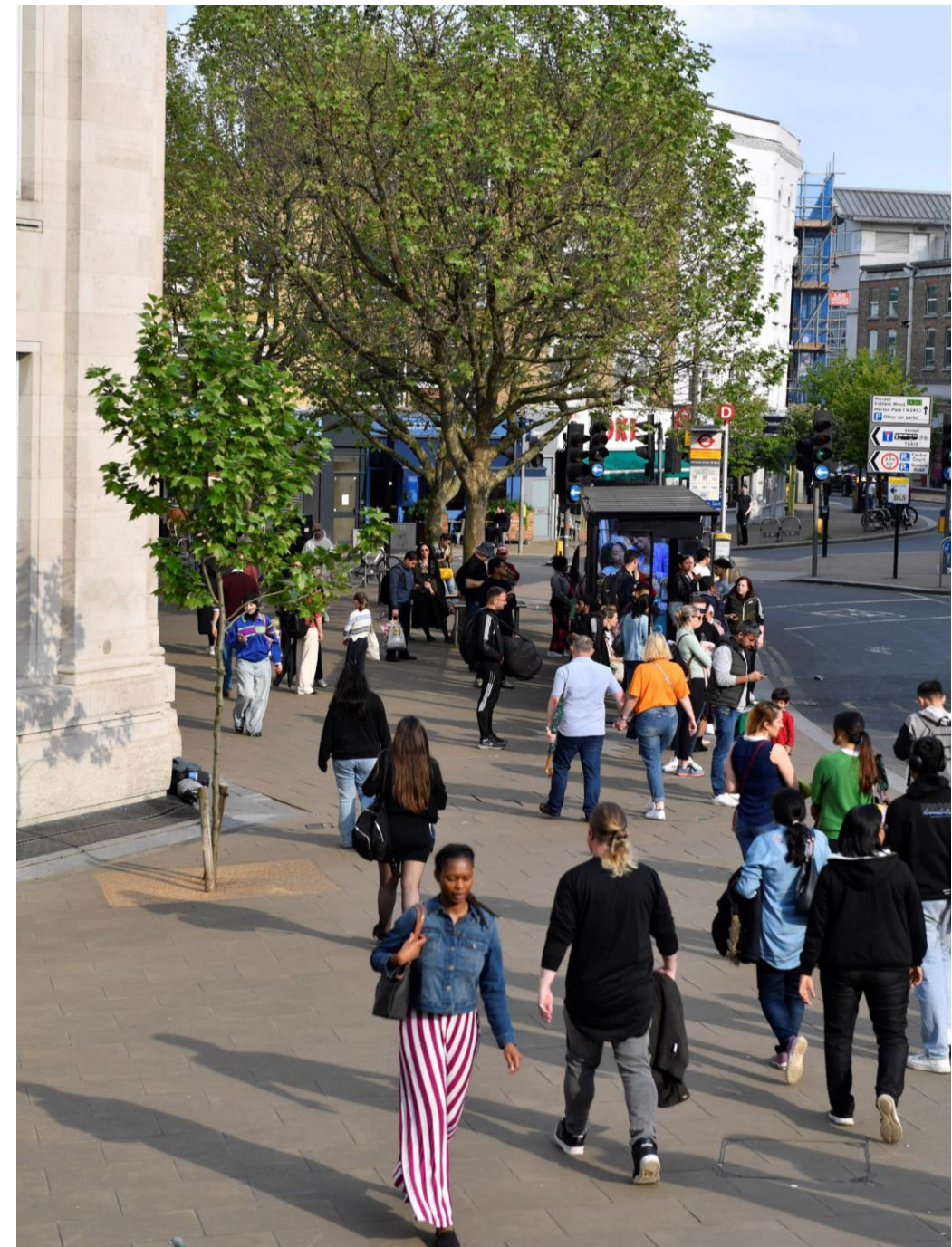
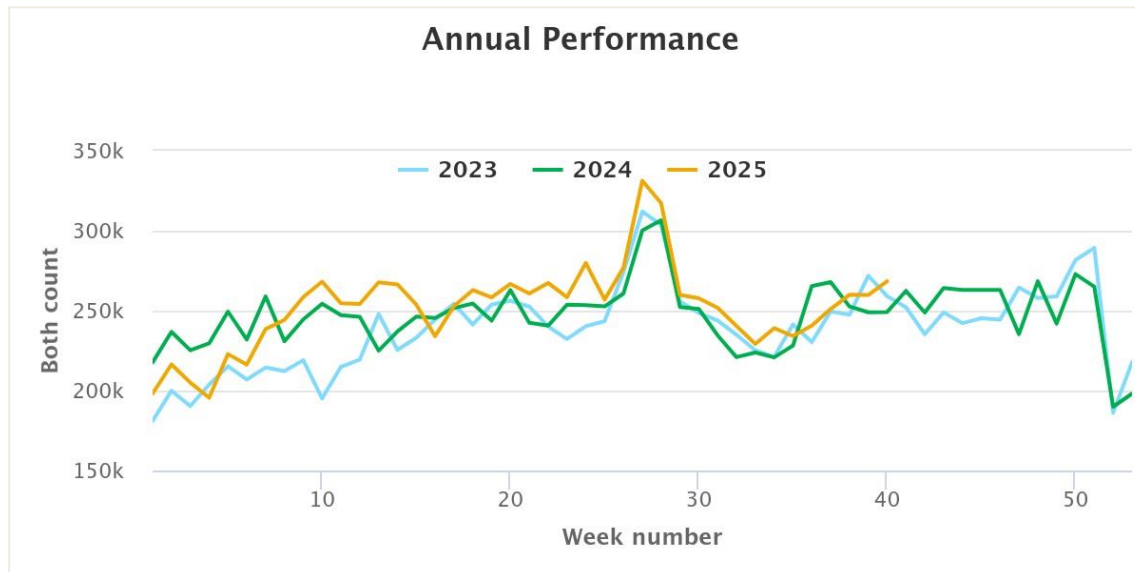


**Love
Wimbledon**



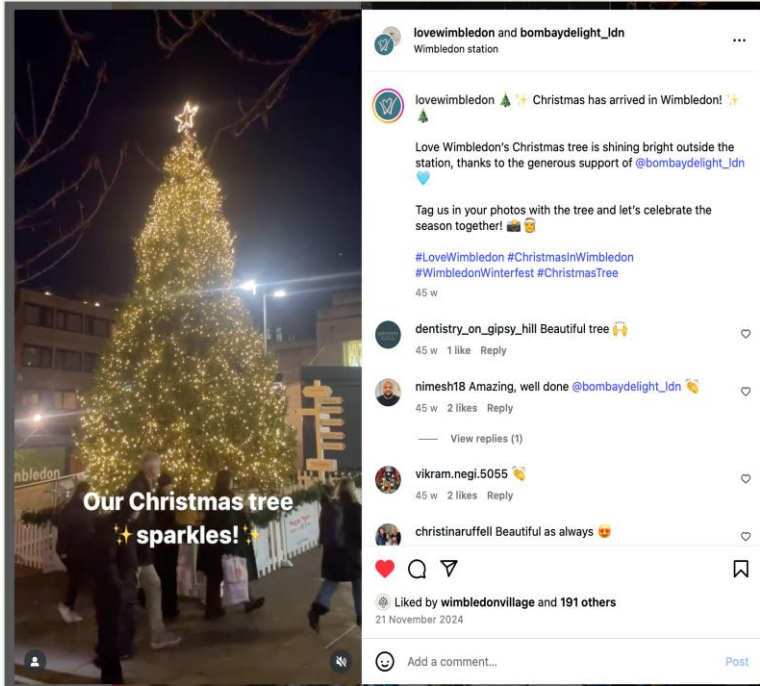
Our Audience and Reach

- 13M+ footfall measured in Wimbledon Town Centre per annum (Source: MRI Springboard, October 2025)
- Footfall is 2.1% higher than 2024 – a record year
- 240,000+ weekly commuters through Wimbledon Station – one of the UK's 30 busiest railway stations
- Transaction value 25% higher than pre-pandemic 6-year weighted average (Source: Mastercard Data, September 2024)



Our Audience and Reach

- We run popular, high traffic events in the town centre, including Big Screen Tennis, Sustainable September, Monthly & Christmas Markets and Winterfest
- 30K+ combined audience across digital platforms
- Average newsletter open rate of 48%



A preview of a newsletter titled 'Love Wimbledon'. The header includes social media icons and the 'Love Wimbledon' logo. The main section is 'BUSINESS NEWS' for 'December 2024'. It features several images related to Christmas events, including a large Christmas tree, a Santa Claus figure, and people at a market. The text below the images reads: 'Christmas in Wimbledon 2024: Celebrate the Season!'. Below this, there is a short paragraph: 'Christmas in Wimbledon 2024 is off to a great start, with a 6% year on year increase in town centre footfall, reflecting the growing festive spirit. Our 25ft Christmas Tree outside Wimbledon Station, sponsored by Bombay Delight, is already captivating commuters and shoppers alike.'

Christmas Tree

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

12.6M entries and exits through Wimbledon Station per annum.

Your three branded advertising boards would be attached to the white picket fence surrounding the tree, with fingerposts showing the way to all 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: 20 November to early January



Christmas Gift Installations

Get Involved in Wimbledon's 'Christmas All Wrapped Up' Campaign

Bring festive cheer to thousands this holiday season and position your business at the heart of Wimbledon's Christmas celebrations. As part of the campaign, three large-scale Christmas gift installations will be placed in three of the highest value footfall locations—each spreading festive joy.

Feature your brand prominently on one or more of these eye-catching festive installations and give your gift to Wimbledon this year (Dimensions: 125cm H x 187cm L x 80cm W). The plinths are also welcome additions to public seating in Wimbledon, meaning lots of dwell time to see your brand.

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

Dates: 20 November to early January



*colours for illustrative purposes only



Example of past installation

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 Thursday-Sunday from 27th November to 14th December, centrally located on The Piazza in Wimbledon Town Centre, with high footfall.

To launch the start of Christmas, we are planning a larger event, with community performances and other festive attractions, plus Riverside Radio broadcasting LIVE.

Sponsorship includes:

- 'Sponsored By' feature on Love Wimbledon's digital platforms
- On site branding
- Mention on Riverside Radio as part of the community event

Dates: November-December



'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: 12th – 22nd February



Additional Town Centre Opportunities This Christmas

Love Wimbledon can provide information about other promotional opportunities, including:

Ice Rink Sponsorship



Screen Advertising



The Wimble



Contact Us

Get in touch to find out more about current and future sponsorship opportunities or discuss an idea.

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Sponsorship opportunities to promote your business in 2025/26

April	May	June	July	August	September	October	November	December	January	February	March
Town Centre Map/Love Wimbledon Guide											
Floral Planters											
Love Wimbledon Monthly Market											
		Summer Activations 27 June – 31 August									
					Sustainable September					Valentine's Installation	
							Wimbledon Winterfest 29-30 Nov				
							LW Christmas Tree 20 Nov - early Jan				
							Christmas Markets				
							Christmas Gift Installations				