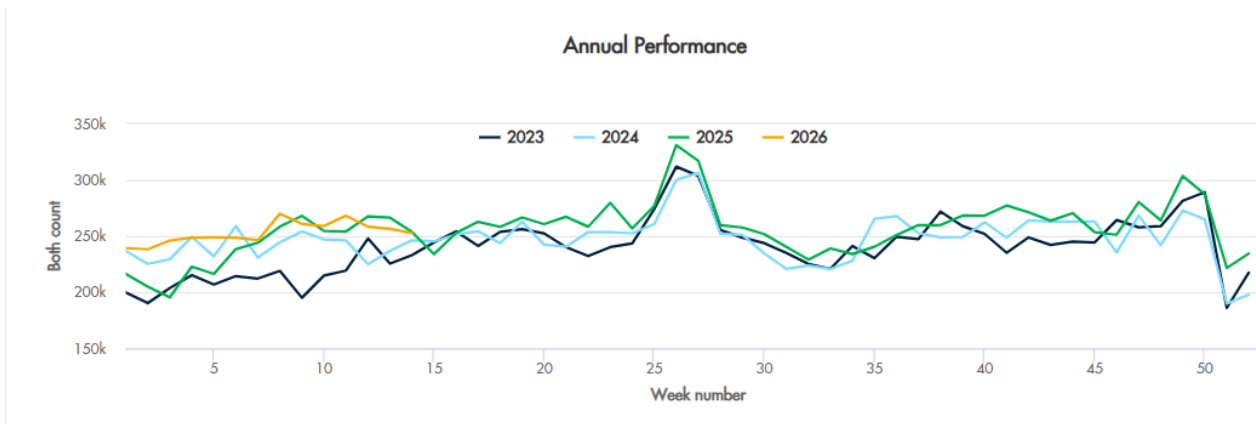

Wimbledon Town Centre Sponsorship Opportunities

Summer 2026



Our Audience and Reach

- 13M+ footfall measured in Wimbledon Town Centre per annum (Source: MRI Springboard, October 2025)
- Footfall is 5.4 % higher than 2025 – which was 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)
- 20% uplift in footfall and spend during the Wimbledon Championships fortnight



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.

Opportunities include: Overall event sponsorship, brand activations and spot adverts on the screen, shown at pauses in play.

Sponsorship is jointly managed by Love Wimbledon and agency GPM360. If interested, please email Dee Mistry to discuss the options and costs in more detail.

dee@gpm360.co.uk

Dates: 29 June – 12 July

Cost: from £600



Big Screen Sponsorship



Sampling



Tennis finals

Summer Installation and Sampling

Summer Sport Installation

Celebrate major sporting events this summer and showcase your brand prominently on one (or all three) of these eye-catching summer sport-themed installations. (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.

Dates: 29 June – 31 August

Cost: £3,000 each or £8,000 for all three

Sampling Power Hour

An exclusive opportunity for Love Wimbledon BID businesses to deliver targeted brand activations during the Wimbledon Championships through a 'sampling power hour'. Brilliant for hospitality to showcase their summer menus!

Dates: 29 June – 12 July

Cost: £200/hour



Examples of past plinth installations



Sampling Power Hour

Wimbledon Town Centre Guide/Map

Back by popular demand and now a year-round publication!

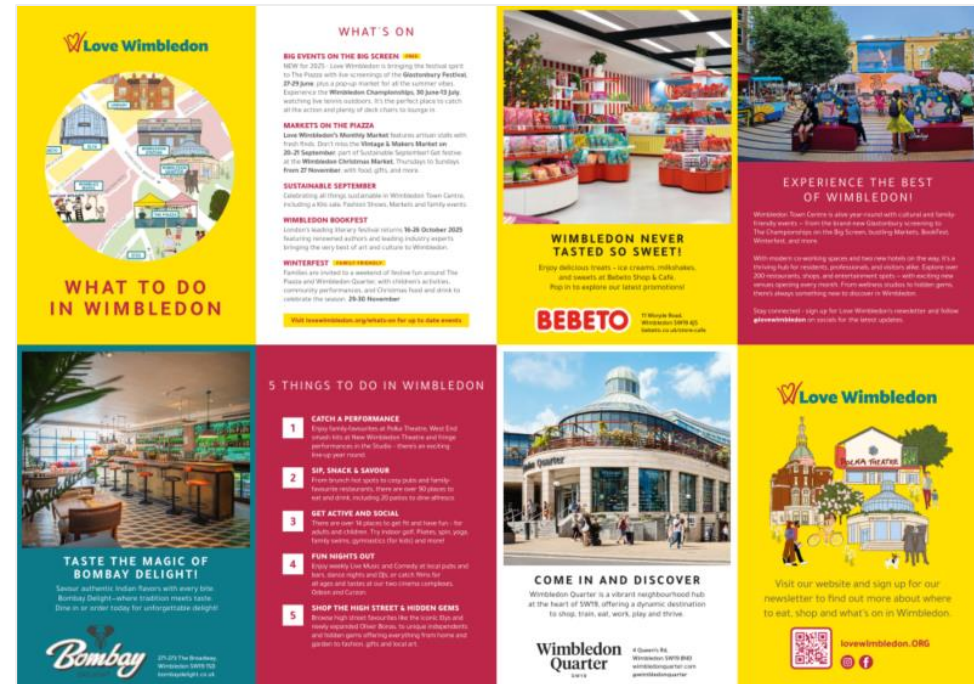
A guide to discovering Wimbledon Town Centre – including inspiration for what to see/do, where to eat, shop and experience! Distributed to businesses and visitors, the map is an ‘always on’ publication.

Distributed in key areas around the town centre, including Wimbledon Station, offices, restaurants and hotels, and given to tennis fans outside during the Wimbledon Championships.

Cost: £800

Artwork Deadline: 27 May

Fully Booked for 2026



Love Wimbledon Market on The Piazza

A hyper-local opportunity for increased brand awareness.

Love Wimbledon's Market on The Piazza has been going strong for 13 years. 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.

We are looking for a business to sponsor music at each market. Promotion 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: June – October, one weekend/month

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

Contact Us

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

Jennifer Watters

Head of Marketing & Events

Jenniferw@lovewimbledon.org

020 8619 2012



Sponsorship opportunities to promote your business in 2026/27

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 29 June – 31 August								
					Sustainable September					Valentine's Installation	
							Wimbledon Winterfest 28-29 Nov				
							LW Christmas Tree - booked mid-Nov - early Jan				
							Christmas Markets				
		Business Event 29 June			Business Event Date TBC		Business Event Date TBC				