
Wimbledon Town Centre Sponsorship Opportunities

Christmas-Winter 2026



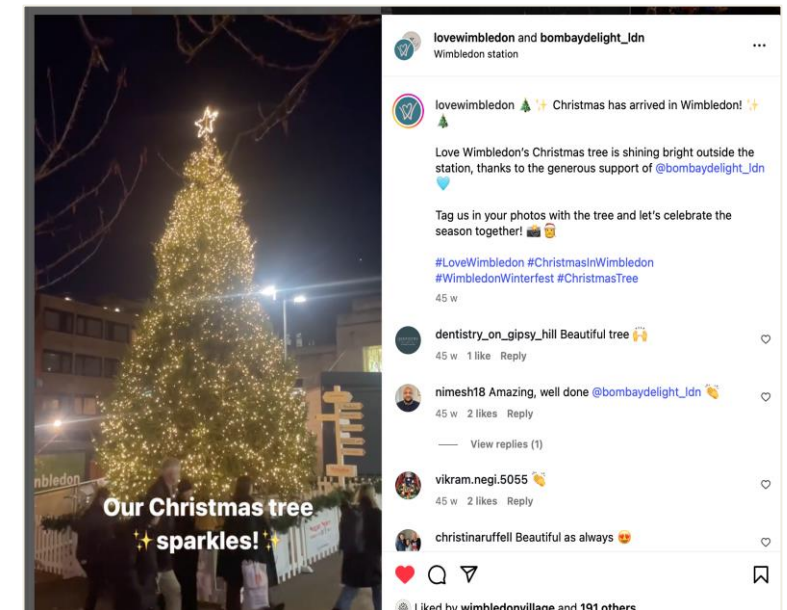
Our Audience and Reach

- 13M+ footfall measured in Wimbledon Town Centre per annum (Source: MRI Springboard, 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%



Winterfest

Get your brand in front of thousands of visitors!

Bring festive cheer to thousands this holiday season and position your business at the heart of Wimbledon's Christmas celebrations. Our hugely popular, family-friendly Winterfest event attracts thousands of people to Wimbledon Town Centre every year.

Sponsorship opportunities range from:

- Whole event sponsorship
- Community Stage (Saturday)
- Games and Activities (Sunday)
- Photo stations (all weekend)

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

Dates: 28-29 November

From £4,000



Christmas Markets on The Piazza

Sponsor workshops, music or the entire Christmas Market.

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 Friday-Sunday from 27th November to 20th 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.

NEW for 2026 – Festive Beats and Makes: Live DJ and Christmas workshops every Friday!

Sponsorship includes:

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

Cost: From £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

Christmas Tree

BOOKED

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: 19 November to early January



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 – 20th February

Cost: £2,000



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.

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 8-20 Feb	
							Wimbledon Winterfest 28-29 Nov				
							LW Christmas Tree - booked mid-Nov - early Jan				
							LW Christmas Markets 27 Nov to 20 Dec (Fri-Sun)				
		Business Event 29 June			Business Event 10 Sept		Business Event 9 Nov				