

The background features a dark blue silhouette of the London skyline, including the London Eye, Big Ben, and various skyscrapers. A large red star is positioned in the center-left, with several smaller stars in yellow, orange, red, pink, and blue scattered around it.

**LNYPD**

**LONDON'S NEW  
YEAR'S DAY PARADE**

**2025**

**PARTNERSHIP OPPORTUNITIES**



# **LNYPD** **LONDON'S NEW** **YEAR'S DAY PARADE** **2025**

London's New Year's Day Parade (LNYPD), an iconic annual event that has been weaving its magic for over 35 dazzling years! Since its debut in 1987, the parade has become a cherished annual tradition, captivating hearts worldwide.

With over 8,000 performers from 25+ countries, including marching bands, cheerleaders, dancers, street performers, giant balloons and famous singers all coming together: the parade, watched by over half a million live spectators and a staggering 300+ million viewers globally, via the three-and-a-half-hour TV broadcast, is truly one of a kind!

The parade route travels past London's most iconic landmarks, The Ritz, Piccadilly Circus, Pall Mall, Trafalgar Square, Whitehall, Horse Guards Parade, Downing Street, Big Ben and The Houses of Parliament.

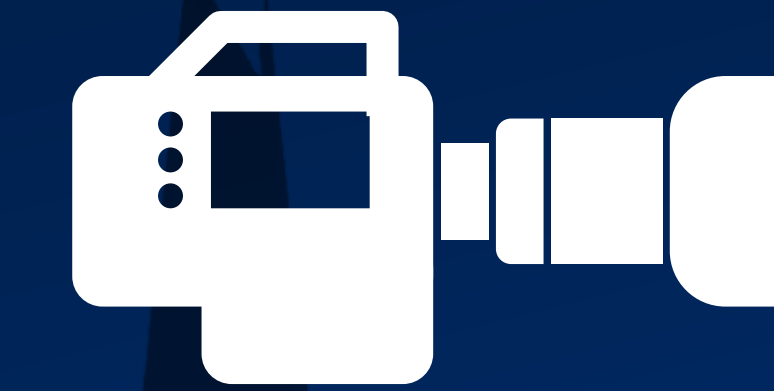
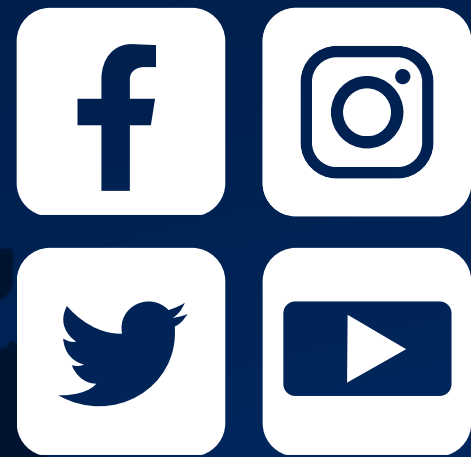
All of these iconic locations offer the ultimate backdrop to showcase your brand.



# LONDON'S NEW YEAR'S DAY PARADE IS NOT JUST A LOCAL EVENT BUT A **GLOBAL EXTRAVAGANZA**

**1,608,843**

SOCIAL MEDIA  
IMPRESSIONS



**18 CAMERAS**

COVER THE ENTIRE  
PARADE ROUTE



sky news LONDON LIVE

itv

CNN

BBC ONE

itvX



LIVE FEED TO  
**1,000**  
TV STATIONS  
ACROSS THE USA

300 US STATIONS  
TAKING NEWS  
PACKAGES

GLOBAL REACH

**300,000,000**



**550**

NATIONWIDE  
BROADCAST  
ITEMS UK

(DEC 30 - JAN 02)



**500,000+** PEOPLE LINING THE STREETS ON NEW YEAR'S DAY

# GET YOUR MESSAGE OUT THERE, BE SEEN

**Screen Partnerships – £15k**

**Banner Partnership – £20k**

(Inc. Banner creation and Storage)

**LNYPD Entry Activation – £20k**

**Screen & Banner Partnership – £30k**

(Inc. Logos, Website, Social Posts)

**Screen, Banner & Entry Activation – £50k**

(Inc. Logos, Website, Social Posts)

**Partnership, Naming Rights & Brand Exclusivity – £250k**

(Includes all the above)







For all partnership enquiries please contact:  
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