



LONDON PARADE



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LONDON PARADE, AN ICONIC ANNUAL EVENT THAT HAS BEEN WEAVING ITS MAGIC FOR 40 DAZZLING YEARS!

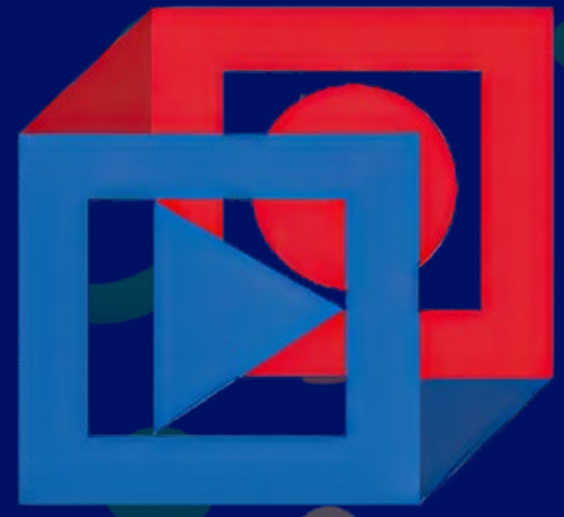
Since its debut in 1987, the parade has become a cherished annual tradition, captivating hearts worldwide.

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 potential 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 these iconic locations offer the ultimate backdrop to showcase your performance group.



LONDON PARADE REMAINS ONE OF THE MOST HIGHLY PUBLICISED UK EVENTS AND NOW RANKS AMONG THE TOP 50 GLOBAL EVENTS (CHATGPT)



METRO MONITORING USA REPORTED THE FOLLOWING US COVERAGE:

TOTAL CLIPS
(TV, Radio, Web)

801

TOTAL CALCULATED AD VALUE
(TV, Radio, Web)

\$606,778.13

TOTAL AUDIENCE
(TV, Radio)

12,310,906

TOTAL CALCULATED PUBLICITY VALUE
(TV, Radio, Web)

\$1,820,334.38

TOTAL UNIQUE WEB VISITORS

292,633,092

THE ENTIRE EVENT WAS BROADCAST/STREAMED LIVE ON:

London Live

15,000 News organisations via Associated Press

Press Association

Reach PLC

Mail.co.uk

The Sun

The Daily Mirror

The Independent

The event was broadcast live in UK, USA, India, Costa Rica



FED TO 1,000 STATIONS

269 US Stations on PBS,
500 stations via Reuters

NEWS CREWS FROM
BBC, Canada, Italy, Poland, France and Spain



MORE THAN 160 MILLION WEBSITES FEATURING LONDON PARADE

Newsprint coverage included:

EVENING STANDARD
TIMES
TELEGRAPH
WASHINGTON POST



250,000

Watching online via **OUR** website

LONDONPARADE.COM



£1.9m

(Cision Media Monitoring)

More than 3,500 news stories monitored since December 1st

MEDIA VALUATION IN EXCESS OF £1.9M



MORE THAN 2,000,000 WATCHED THE PARADE STREAM



SPONSORSHIP PACKAGES FOR LONDON PARADE 2026 – 40TH ANNIVERSARY

TITLE SPONSORSHIP (EXCLUSIVE PARTNERSHIP)

Investment: £500,000+

Benefits:

- Exclusive naming rights: London Parade 2026 in Association with “YOUR BRAND”.
- Prominent logo placement across all event materials, banners, and digital screens.
- Prominent logo on inflatable arch. (Weather permitting)
- Advertising spots on DOOH screens along the parade route.
- VIP access for 20 guests, including premium viewing spots.
- Dedicated social media campaigns and press mentions.

PLATINUM SPONSOR (PREMIUM VISIBILITY)

Investment: £200,000+

Benefits:

- Logo placement on all official materials.
- Logo on inflatable arch. (Weather permitting)
- One 60-second feature spot on DOOH screens along the parade route.
- VIP access for 10 guests.
- Inclusion in digital campaigns, website, and email newsletters.
- Press release acknowledgment.

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GOLD SPONSOR (GLOBAL IMPACT)

Investment: £100,000+

Benefits:

- Rotating ad placement on DOOH screens (30 seconds, 3x repeats per hour).
- Inclusion in parade banners and signage.
- VIP access for 6 guests.
- Recognition on social media channels and official website.

SILVER SPONSOR (BROAD OUTREACH)

Investment: £50,000+

Benefits:

- Logo display on select DOOH screens during the parade.
- Four VIP tickets with prime viewing spots.
- Branding on select event materials.
- Recognition in the sponsor section of the website.

BRONZE SPONSOR (COMMUNITY PARTNER)

Investment: £25,000+

Benefits:

- Banner placement along parade route as featured on TV during the live event broadcast.
- Mention on the official website and social media.
- Two VIP tickets for the parade.

DOOH SCREENS, BANNERS AND CUSTOM OR IN-KIND SPONSORSHIP (TAILORED OPPORTUNITIES)

Investment: P.O.A.

Benefits:

- Flexible packages to suit brand objectives (e.g., product placement, experiential marketing).
- Social media takeovers, on-ground activations, and more.





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FOR MORE INFORMATION, PLEASE CONTACT:

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