

Christmas in Leicester

2022 SPONSORSHIP OPPORTUNITIES



Leicester
visitleicester.info



With late night shopping, vibrant bars, restaurants and shows in full swing, it's the time of year to wrap up warm, gather friends and family and enjoy a merry and bright Christmas in Leicester.

As shoppers meander through the city, the streets will be illuminated by over 16,000 sparkling lights and, following in decades of tradition, a spectacular real Christmas tree with 6,000 lights will take centre stage at the Clock Tower.

2022 will see the return of the 680 square-metre real ice rink to Jubilee Square. With its clear roof, skaters can show off their best moves, come rain or shine, under the starry sky.

The Jubilee Square experience is crowned by the magnificent Wheel of Light soaring above the skaters, giving merrymakers the best view of the city's lights.

The enchanting snow-covered Christmas Grotto will be found in Town Hall Square, where children of all ages can visit Santa and his elf for free, to make this a truly magical and memorable experience.

Classic films and festive food and drink will feature at the Outdoor Cinema on Green Dragon Square.

All of the festivities will be complemented by a vibrant online programme which will be shown throughout Christmas.

2021 Reach

★ **22,000**
attended the Christmas
Lights Switch-On

★ **43,215**
skaters on the Ice Rink

★ **18,000**
visitors to the Wheel of Light

★ **5,350**
children visited Santa in the Square

★ **5.5 million**
print and
advertising reach

★ **3.6 million**
digital impressions

★ **100,426**
website page views

★ **4.06 million**
people in High St and Humberstone
Gate West throughout November
and December 2021

Sponsorship Opportunities

The main attractions in the city during Christmas in Leicester offer great opportunities for businesses to promote their brand or product to a wide, diverse and captive audience. The festive activities are well placed to support your community engagement programmes.

Experiential marketing is a great way to ensure your brand stands out from the clutter of competitors. Getting involved in a positive experience will create brand loyalty amongst your consumers, building on traditional marketing activities and helping to increase brand reach and recognition.

Headline Dates

Christmas in Leicester Website

October – January

Wheel of Light

Friday 7 October – Monday 2 January

Christmas Tree installation

w/c 31 October

Christmas Lights Switch-On

Thursday 17 November

Christmas Open Air Cinema

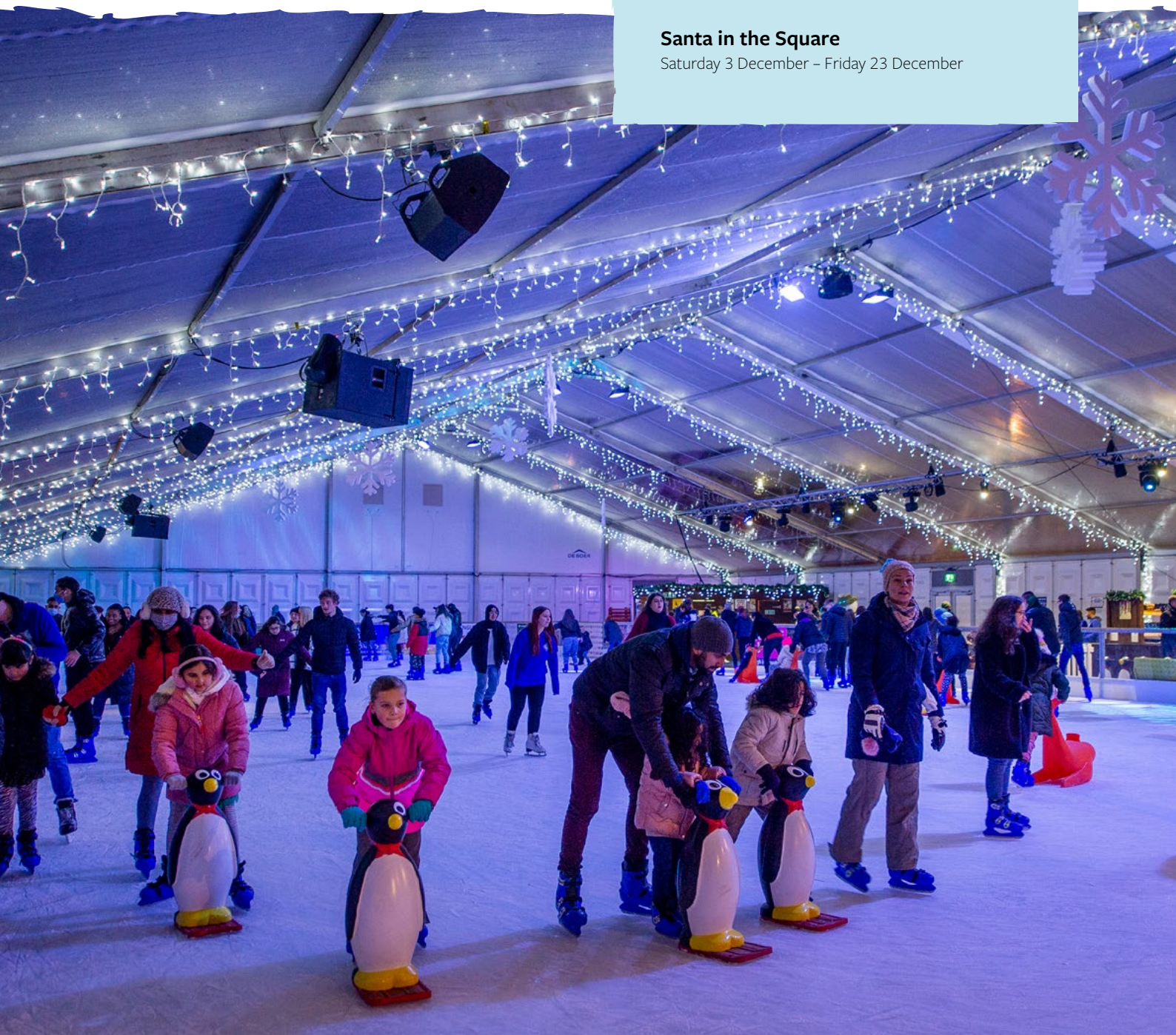
Throughout November and December

Jubilee Square Ice Rink

Thursday 1 December – Monday 2 January 2023

Santa in the Square

Saturday 3 December – Friday 23 December





Jubilee Square Ice Rink

Main Sponsor: £10,000

Jubilee Square is the green space linking De Montfort University to the High Street, Highcross and Haymarket shopping centres. During this busy time of year, the footfall in this space is one of the busiest in the city.

Our state-of-the-art 680 square metre, real ice rink is located in Jubilee Square from early December to early January, giving your company prominent marketing exposure throughout the Christmas months.

The increase in the number of skaters over the last few years has grown to over 43,000. Friends, families, students, school groups and corporate parties have all enjoyed the real ice experience.

As the official sponsor for the Jubilee Square real ice rink, we will work with your team to create a bespoke marketing package to create maximum brand exposure on the exterior and interior of the rink and in the media.

Advertising opportunities

OPTION 1

- 1m x 1m advertising board positioned around the ice rink, including printing and fitting
- Inclusion on the Christmas in Leicester website

= £300

OPTION 2

- 2m x 1m advertising board positioned around the ice rink, including printing and fitting
- Inclusion on the Christmas in Leicester website

= £550

If you are interested in maximising your brand exposure, then please speak to us about special rates.



Christmas Tree

Main Sponsor: £7,000

The Clock Tower is the centre of the city and one of Leicester's best known and most iconic landmarks. Having served as a meeting point for generations, five main shopping streets radiate from this popular space.

The Clock Tower is also home to our spectacular Christmas tree, which is decked out with fantastic decorations and takes centre stage in the city. The tree is erected in late November through to early January for all our Christmas shoppers to admire.

As the official sponsor for the Christmas Tree at the Clock Tower, we will work with your team to create a bespoke marketing package to create maximum brand exposure for your company and its values. The package includes two large advertising boards around the base of the tree for the duration of Christmas.



Christmas Lights Switch-On

Main Sponsor: £10,000

To celebrate the illumination of the city's Christmas lights, a night of entertainment and festivities marks the annual Christmas Lights Switch-On. As the official kick off to the festive season in Leicester, this is a spectacular night of fun for families, friends and loved ones which has seen up to 22,000 attendees flocking to admire the lights.

As the official sponsor for the Christmas Lights Switch-On, we will work with your team to create a bespoke marketing package to create maximum brand exposure for your company and its values. The package includes sponsor 'shout outs' from the main stage and presence on the stage during the official countdown.





Santa in the Square

Main Sponsor: £5,000

As the excitement for Christmas grows, families will want to head to Town Hall Square this year to add some extra sparkle to a more normal and traditional Christmas. Families and children can visit Santa in his enchanting traditional grotto in December, creating magical new Christmas memories for free, supported by your sponsorship.

As the official sponsor for Santa in the Square in Town Hall Square, we will work with your team to create a bespoke marketing package to create maximum brand exposure for your company and its values.



Christmas Outdoor Cinema

Main Sponsor: £5,000

Is there anything better than watching Christmas films with your family during the festive period. This winter, Green Dragon Square will host outdoor screenings of classic Christmas films with food and drink to keep attendees warm.

As the official sponsor for the Christmas Outdoor Cinema in Green Dragon Square, we will work with your team to create a bespoke marketing package to create maximum brand exposure for your company and its values.



Christmas in Leicester Online

Main Sponsor: £5,000

Christmas in Leicester is a multi-faceted programme which aims to attract large scale footfall into the city centre. This is underpinned by a significant online marketing and media programme which includes a dedicated Christmas in Leicester website and large-scale social media programme, including Facebook, Twitter, Instagram and YouTube. In 2021 the Christmas in Leicester Digital Media reach was over 3.6 million.

We will work with you as the official sponsor to create a bespoke package to give your brand a presence on our website and social media channels and their associated content.



Sponsorship benefits and opportunities

Naming Rights

- Sponsor right to use title 'Official Sponsor of Event' for marketing purposes

Digital

- Re-post, share and re-tweet the Christmas in Leicester messages and images from sponsor via Visit Leicester and Festival and Events channels
- Sponsor logo on the Christmas in Leicester website including 50-word editorial, plus link to sponsor website
- Sponsor mention as part of the pre-event advertising and promotional activity in related website articles and social media posts
- Related video content from sponsor to be played on Leicester City Council screens and digital stage screens

Marketing, Branding, PR and Advertising

- Sponsor Branding on 2 x pull-ups on main stage or event site, whichever applicable
- Sponsor branded scrim where applicable
- 2 x sponsor shout outs from main stage where applicable
- 2 x prime pitch areas at sponsored event
- Sponsor logo on promotional towers around the city centre
- Sponsor mention as part of the pre-event advertising and promotional activity in related press releases, printed marketing material and advertising
- Opportunity to provide contra – free equipment, services, technology or staff as part of the value of the sponsorship deal
- Joint PR opportunities
- Sponsor presence at event including on-site product sampling and distribution opportunities in line with Leicester City Council and Public Health guidelines.
- Mention in the official Christmas guide



For more information on Christmas sponsorship please contact:

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