



Sponsorship opportunities for  
**Leicester**  
festivals and events

# Introduction



Leicester is a dynamic, multicultural hub in the East Midlands with excellent transport links, a fascinating heritage, an impressive cultural offer and a developing tourist profile. It has a strong history of enterprise and continues to look to develop stakeholder relationships with businesses for mutual benefit.

There are also a number of sponsorship opportunities to support a range of high quality events, festivals and activities. These appeal to the diverse communities and age groups within our city and also a growing number of visitors from throughout the UK and beyond.

We are offering you the chance to promote your business, products and services to a large target audience through support of a vibrant, well-established city-wide cultural programme.

# Facts and figures

Leicester City covers 28.31 square miles of opportunity with a thriving economy and diverse population. Whatever you are looking to achieve, we can work with you to provide effective and targeted platforms to increase your brand awareness.

342,600 residents  
(170,300 male / 172,300 female)\*

123,125 households\*\*

228,900 workers\*

45,000 students (DMU/UoL)

## Population diversity \*\*

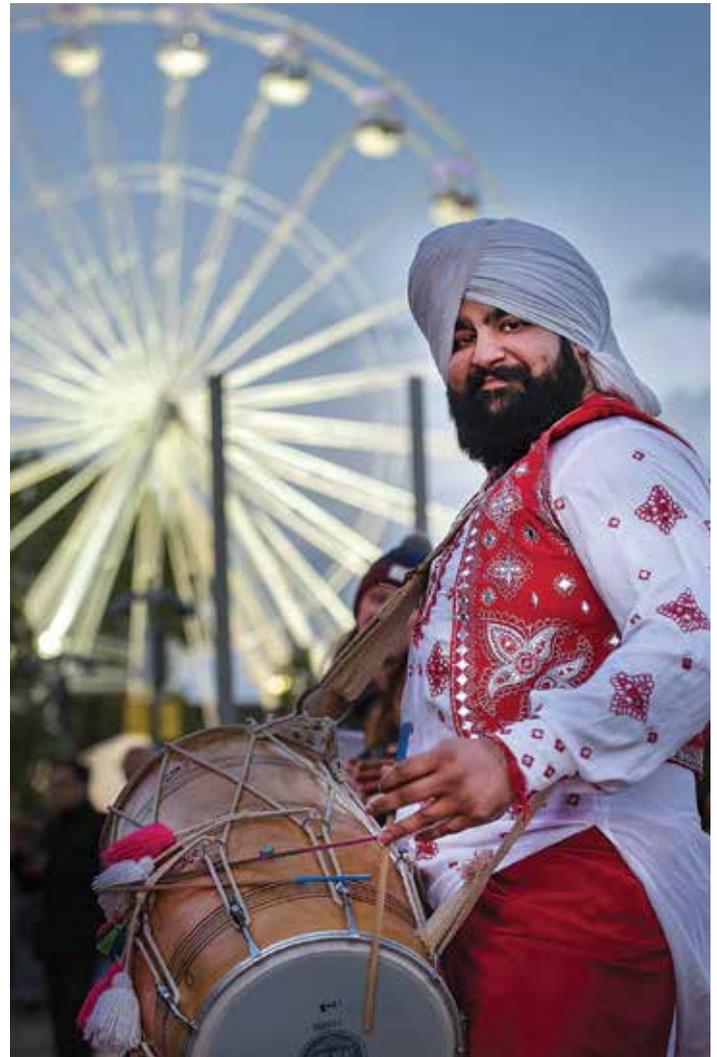
	Leicester	UK
White	50.5%	87.1%
Asian	37.1%	6.9%
Black	6.2%	3.1%
Mixed Race	3.5%	1.98%
Other	2.6%	0.92%

32.81 million visitors, the value of tourism to Leicester and Leicestershire has grown for the seventh consecutive year to reach a record high of £1.675 billion\*\*\*

Source:

\*ONS population estimates,

\*\*Census 2011 \*\*\*STEAM 2015



# Sponsorship opportunities

All sponsorship received goes directly to supporting the event, investing in community projects and services



## St George's Festival

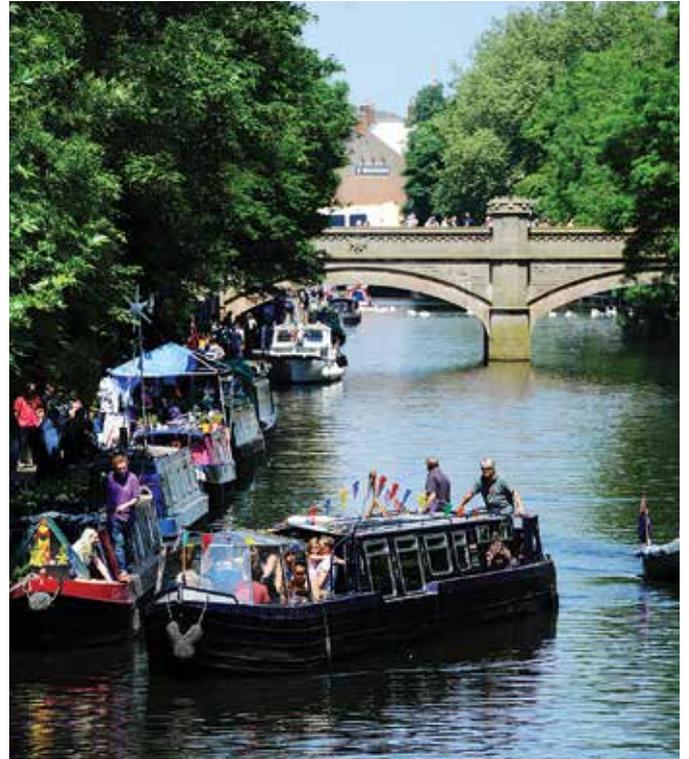
April

Orton Square and venues across the Cultural Quarter

With a theme of knights and princesses, this free festival promises a day of non-stop entertainment for all the family. There is live music, dance and performances as well as lots of things to see and do including a fancy dress parade and popular dragon hunt.

Average attendance is 3,500.

For more information go to:  
[visitleicester.info/stgeorgesfestival](http://visitleicester.info/stgeorgesfestival)



## Riverside Festival

June

Bede Park, Mile Straight, Western Boulevard and Castle Gardens

The city's biggest free two-day festival attracts large crowds of all ages. The banks of the River Soar and surrounding areas come alive with visitors taking full advantage of activities on the river, live entertainment, children's activities and street performers. There is an arts and crafts market, dragon boat racing, demonstrations and a large variety of food stalls from around the world.

Average attendance is 25,000 over the weekend.

For more information go to:  
[visitleicester.info/riversidefestival](http://visitleicester.info/riversidefestival)

# Sponsorship opportunities



## City Festival

August  
Various venues

Launched in 2013 as a two day event, this festival has grown into a 17-day spectacular; with many free activities taking place in Leicester's pedestrianised streets and open spaces. The packed programme of events includes sports, culture, music, art, heritage and much more. It attracts visitors of all ages and incorporates well-established favourites like Leicester Belgrave Mela, Ride Leicester Festival, Journeys Festival International, Get Active, Old Town Festival and the Cosmopolitan Carnival. The 2017 City Festival will incorporate the 70th anniversary on Indian independence, offering an enhanced programme of related events.

Average attendance is 100,000.

For more information go to:  
[visitleicester.info/cityfestival](http://visitleicester.info/cityfestival)



## Diwali Leicester

October (2017 & 2019) November (2018)  
Cossington Street Recreation Ground,  
Belgrave Road and other venues

Leicester's Diwali celebrations are one of the largest outside of India and enjoyed by a wide cross section of local communities as well as national and international visitors. New artists, entertainment and partnerships emerge every year. The two-week Diwali Leicester programme includes a fireworks display, live cultural entertainment and the illumination of over 6000 lights along Leicester's Golden Mile, as the festival of light marks the start of the New Year for the Hindu, Jain and Sikh communities.

Average attendance is 80,000 over two weeks.

For more information go to:  
[visitleicester.info/diwali](http://visitleicester.info/diwali)

# Sponsorship opportunities



## Abbey Park Bonfire and Firework Display

November  
Abbey Park

The park is home to Leicester's official and biggest bonfire and firework display. In addition to the dazzling firework display and big bonfire, there is also a much quieter children's display and attractions including a funfair, food stalls and live entertainment. This is a ticketed event and is regularly attended by thousands of people of all ages. It takes place in a safe and controlled environment, making it a great night out for families.

Average attendance is 25,000.

For more information go to:  
[visitleicester.info/bonfire](http://visitleicester.info/bonfire)



## Christmas Lights Switch On

November  
City centre venues

Each year thousands of fairytale lights brighten up Leicester city centre's principal shopping streets. Leicester's Christmas Lights Switch On is a magical occasion and has become a much-anticipated free event attracting local residents and visitors alike. There is entertainment for all age groups to enjoy including live music, dance and performances with lots of things to do for families.

Average attendance is 12,000.

For more information go to:  
[visitleicester.info/christmas](http://visitleicester.info/christmas)

# Benefits for your organisation



We can work with you to tailor make a suitable sponsorship package. For example, our Diwali sponsorship opportunities can include:

## **On-site presence**

- Branding of the event on-site to include your company name and logo.
- Opportunity to display your company message on two big screens showcasing your products and/or services.
- Product showcasing at the event.

## **Advertising opportunities**

- Your company name and logo on signs, flyers and posters to be distributed city-wide.
- Your company name and logo on the cover and a full-page colour advertisement in the Diwali Leicester guide printed publication.
- Inclusion in press, radio, TV and digital media marketing of the event.
- Links to your company website on the Visit Leicester website.

## **Hospitality**

- Hospitality for 20 guests at the switch-on ceremony and at Diwali Day.
- Invitations to our 'Treasures of the Indian Subcontinent' 2017 exhibition.

## **Promotional reach**

- The most diverse population outside of London.
- One of the youngest populations in the UK.
- A mixed economy including manufacturing, technology, financial and cultural industries.



Photograph: XXXX

If you wish to discuss any of these opportunities in more detail or would be interested in coming along to one of our Business Engagement Events please contact:

**Leicester Festivals & Events**

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