



PARTNERSHIP OPPORTUNITIES

SATURDAY 8 & SUNDAY 9 JUNE 2024



8 REASONS WHY YOU SHOULD PARTNER WITH US

1

We're the **biggest festival in London**. With the exception of Notting Hill Carnival, no other weekend event attracts as many people as we do with over 120,000 people attending.

2

We are a bona fide London institution. The show has been running for 50 years, making it **one of the oldest established events in the city**.

3

LCS is one of the most diverse events in London attracting people of all ages and races from all across the country.

4

We are **totally non-profit**. Entrance to the event is **free** and always has been. We pay for the show through concession sales and sponsorship, alongside funding from **Lambeth Council**.



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5

We are the highest certified public event in the UK for sustainability. Everything from our energy suppliers to our waste is meticulously scrutinised to reduce our impact on the environment.

6

As well as benefiting from a full branding package, our chosen headline sponsor will be able to produce an entirely new area of our lynchpin event to promote their products, brand and values.

7

Our stature as an event means we garner huge press attention not just from local, but from national press too.

8

Engage with your audience in a fun and interactive way by connecting with current and new customers. The show is a unique opportunity for your brand to get in front of your target market.



EVENT STATISTICS

120,000

**VISITORS ACROSS
TWO DAYS WITH A
60/40 FEMALE/MALE
GENDER SPLIT.**

**CORE AUDIENCE
25-54
YEARS.**

**ABC 1 AND 2S.
29% ATTEND WITH
AN UNDER 16.**

77%

**OF VISITORS IN
FULL/PART-TIME
EMPLOYMENT
OR SELF-EMPLOYED.**

**DIVERSE
DEMOGRAPHIC OF
VISITORS FROM
FOODIES TO
RETIREES AND
YOUNG FAMILIES
TO MUSIC LOVERS.**



EVENT STATISTICS

82%

OF VISITORS HAVE
ATTENDED FOR 3
YEARS OR MORE
WITH 51%
ATTENDING FOR 10
YEARS OR MORE

61%

OF VISITORS SPEND
£21 OR MORE PER
VISIT, WITH 27%
SPENDING £41
OR MORE

OVER
200

CONCESSIONS

A SELECTION OF
10 BARS
70 CATERERS
60 CRAFT STALLS
65 CHARITIES
20 HORTICULTURISTS
AND MUCH MORE

BIG HITTERS FROM F&B ATTEND EACH YEAR
INCLUDING DIAGEO, VITA COCO, GRACE FOODS,
QUORN, LIPTON AND WARBURTONS

AVERAGE DWELL TIME
OF 4 HOURS PER
PERSON PER DAY





BENEFITS TO YOU

**Engage with
120,000 visitors
in-person across
the weekend**

**Create brand
awareness; local
and nationwide PR**

**Have your brand
shared to over
44,000 followers
and rising on
social media**

**Inclusion in our
Monthly e-shots
to a database of
over 78,000 and
rising**

**Build brand
loyalty with your
target market**

**CSR opportunities:
Environment,
Education,
Inclusion, Culture,
Community,
Entrepreneurship,
Employment...**

**Featured in our
A-Z Show Guide
(20,000 copies) &
App (7,000
downloads and an
average browsing
time of 9 minutes
per user)**

**Company
information and
logo added to our
website. 2023
page visits:
1,092,422**



WHERE IS LAMBETH?

- Lambeth is located **south of the River Thames** and is a dynamic central London borough buzzing with places to visit & things to do.
- It is where you can find generations of Londoners living and working alongside a churning mix of **cosmopolitan people with global roots**.
- Spanning an area of more than **10 square miles**, Lambeth is the largest geographic area of any inner London borough with more than **a third of a million residents**.
- **Brixton** is the civic centre with many other diverse town centres such as **Clapham, Streatham, Vauxhall & Norwood**. A colourful blend of people & places together is what makes Lambeth unique.



MARKETING & PRESS



35 x JCDecaux 6-sheet advertisements around the borough | Commercial value of over £29,000

Featured on 20 x A0 posters around the South Bank | Online poster with circa 80,000 hits per month

10,000 official programmes distributed at the show

Featured on BBC2's 'Country Show Cook-Off' and Channel 4's documentary 'Project Wild Thing'

Year round press; pre-show supplements with Lambeth Weekender and South London Press (circa 150k copies)

Event features in the national Metro newspaper and London Evening Standard

Featured by Time Out as the '#1 Essential Thing To Do' in July (weekly circulation of 308k copies)

Featured as '#1 Summer Event' in Tesco Magazine – 4.98 million readers a year

Featured in the South Bank What's On e-newsletter – over 22,000 subscribers

Supplements included in 'Lambeth Talk' – circulated to 131,000 homes in Lambeth

Supplements included in 'Focus on newsletter' – circulated to 151,000 residents and businesses in Lambeth

Over 1 million page hits on our website for the month of June

Over 18,000 followers on social media | Over 26,000 on Lambeth Council accounts

Over 8,000 email contacts on our database | Over 70,000 on Lambeth Communications e-shot database





Lebanese Street Food
MIDDLE EAST PLATTERS
KHALLOUBI PRICES - LOANER VESTS

BRANDS WE HAVE WORKED WITH



BRANDS WE HAVE WORKED WITH



DIAGEO



Warburton's





**BE PART OF THE SOUTH EAST'S BIGGEST FREE FESTIVAL.
GET IN TOUCH TO DISCUSS A BESPOKE PACKAGE.**

**info@lambethcountryshow.co.uk
www.lambethcountryshow.co.uk**

