



# PARTNERSHIP OPPORTUNITIES

**SATURDAY 7 & SUNDAY 8 JUNE 2025**







# 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** .



# 8 REASONS WHY YOU SHOULD PARTNER WITH US

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  
RETIREEES 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.  
2024 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







# BRANDS WE HAVE WORKED WITH





# BRANDS WE HAVE WORKED WITH



DIAGEO



ECHO FALLS  
FRUIT FUSION



Warburton's





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

**[info@lambethcountryshow.co.uk](mailto:info@lambethcountryshow.co.uk)  
[www.lambethcountryshow.co.uk](http://www.lambethcountryshow.co.uk)**

