

THE GREAT EXHIBITION ROAD FESTIVAL

Produced by
Imperial College London
in partnership with
leading cultural institutions
including the V&A,
the Science Museum,
the Natural History Museum
and the Royal Albert Hall.

**CORPORATE PARTNERSHIP
OPPORTUNITIES**

18–19 JUNE 2022 | 17–18 JUNE 2023



CORPORATE PARTNERSHIP OPPORTUNITIES

The Great Exhibition Road Festival celebrates innovation in science and the arts with free, exciting events for all ages. The Festival launched in June 2019 with over 60,000 visitors across the weekend and now takes place every summer in South Kensington, London's home of the arts and sciences.

The Festival brings together every major museum and institution in one of the most famous cultural quarters in the world on Exhibition Road, continuing the legacy of Prince Albert's original Great Exhibition of 1851. At the festival, visitors get hands-on

with the latest technology, explore immersive exhibitions, participate in creative workshops, join fascinating talks and enjoy lively performances.

The Festival weekend returns on 18–19 June 2022 on the theme of trailblazers – exploring the pioneering ideas, people and communities that are changing our world.

Throughout the year, the Festival also hosts a range of fun, inspiring and thought-provoking online events for adults and families, and an outreach programme that engages schools and community groups.



Free to attend | For all ages

THE GREAT EXHIBITION ROAD FESTIVAL

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“The festival was very well organised and full of wonderful things for people of all ages. The presenters on all the booths were just brilliant – enthusiastic, knowledgeable, friendly and made everyone of every age very welcome.”

Visitor feedback

BECOME A PARTNER

We work in partnership with you to tailor a package of benefits to fit your company objectives.

- 1 Position your brand in front of large audiences in a prestigious location, directly associated with some of the highest profile arts and science organisations in the world.
- 2 Showcase or sample your products and innovations to our engaged audiences.
- 3 Support the Festival mission to engage a diverse range of visitors with cutting-edge research and innovations across the arts and sciences, for free.
- 4 Enhance your CSR agenda and get involved with our school and community engagement work.
- 5 Co-develop or participate in a range of events that explore issues that matter to you and gain vital public insights.
- 6 Make new connections via our dynamic network of scientists, artists, innovators, alumni and other influencers.



“The Great Exhibition Road Festival is a fantastic experience bringing scientific, educational and cultural institutions together for one amazing weekend. We are very proud to be supporting it at the TLS.”

Stig Abell, Editor, *Times Literary Supplement*

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IGNITING CURIOSITY AND CREATIVITY

Each year we inspire 60,000 people across the Festival weekend and online events and these numbers are growing.

Annual engagement highlights:

- **9,000 people** attended 90 different talks
- **9,300 people** participated in a workshop
- **36 live online events** with **10,245** event registrations
- **4,500 live viewers** of online events increasing to **47,580 total views** one month after the event date
- In 2019, over **34,000 people** registered in advance to attend the Festival
- In 2019, press coverage reached over **11 million people**



The Great Exhibition of 1851

Visitor feedback:

95% rate the Festival as **GOOD** or **EXCELLENT** overall

94% agree or strongly agree that **THEY WOULD COME AGAIN**

85% agree or strongly agree that coming to the Festival **INCREASED THEIR INTEREST** in the topics

80% **LIVE WITHIN THE M25**
(Analysis of postcodes)



THE GREAT EXHIBITION ROAD FESTIVAL

“It is such a thrill for the Royal Albert Hall to be a part of the Great Exhibition Road Festival once more. The spirit of innovation has shaped the cultural district of South Kensington since the Great Exhibition of 1851, and it is in this spirit that the festival once again brings together people of all ages and interests to be inspired.”

Craig Hassall, CEO of the Royal Albert Hall

WELCOMING EVERYONE

Our mission is to be one of the most inclusive and creative festivals in the world. As such, we run special year-round activities for local people often excluded from the arts and sciences.

- We provide hands-on activity packs for hundreds of local families and invite them to special opportunities at the Festival.
- We reach underserved schools through *The Great Exhibition*² project and connect pupils with researchers who mentor them to design inventions to solve real-world issues.
- We launched our Young Producers programme to enable young people to develop new skills and shape our future Festivals.
- We deliver a special early opening event at the Festival for children with autism providing quieter times for them to explore.



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KEY PARTNERSHIP OPPORTUNITIES

Among the sponsorship opportunities on offer are:

- Dedicated exhibition space in the heart of the Festival providing the opportunity to engage with c.60,000 visitors.
- Named participation in the opening VIP reception with several guest passes.
- Branding and activation to showcase products and services with an engaged audience in one of our popular, themed Festival Zones.
- Sponsoring interactive workshops to inspire young people to become future innovators in the arts and sciences.
- Involvement in our new, year-round programme of digital events.
- Special opportunities for your staff and their families at unique Festival activities.
- Extensive branding on printed programmes, Festival wayfinding, the website, newsletters and through press activity.
- Engagement with our extensive alumni and student communities before and during the Festival.
- Thought leadership talks co-developed with us, leading the debate on topics that matter to you, by leveraging the Festival's research platform and access to key audiences.



THE GREAT EXHIBITION ROAD FESTIVAL

PARTNERSHIP PACKAGES AVAILABLE

We offer our partners a range of sponsorship packages from supporting a talk or workshop up to our Lead Partner package which achieves our full suite of year-round benefits.

If you wish to discuss the opportunity to support the Great Exhibition Road Festival please contact Festival Director

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