

THE GREAT EXHIBITION ROAD FESTIVAL

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EXHIBITION
ROAD FESTIVAL

CORPORATE PARTNERSHIP OPPORTUNITIES

7-8 JUNE 2025 | 6-7 JUNE 2026

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

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 and now welcomes over 50,000 visitors each summer to 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.

Every year the Festival explores science and the arts through the lens of exciting new themes, celebrating 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 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.”

Stig Abell, Editor, (2019) *Times Literary Supplement*

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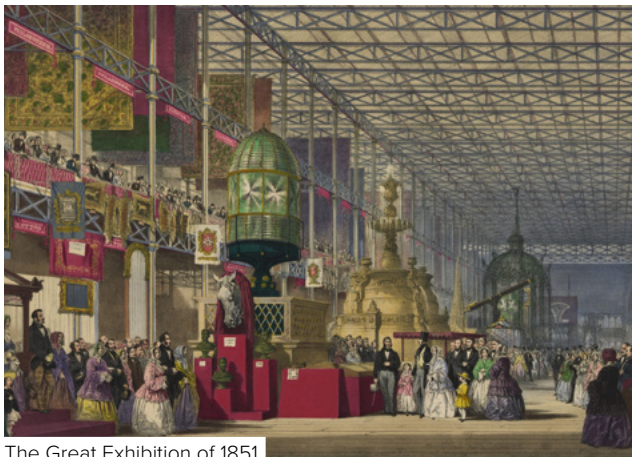


IGNITING CURIOSITY AND CREATIVITY

Each year we inspire over 50,000 people across the Festival weekend and these numbers are growing.

Festival reach:

- In 2024, **over 54,000 people** registered in advance to attend the Festival and receive our regular email newsletters
- Over **90,000 people** visit the Festival website each year between registration opening in the spring and the Festival weekend
- **Press coverage** of the Festival has been featured on BBC London News, ITV London News, The Observer, The Guardian online, New Science Weekly (podcast), First News, Monocle, Londonist, Time Out, Times Radio, the Independent, and the Evening Standard



The Great Exhibition of 1851

Visitor feedback:

90% rate the Festival as **GOOD** or **EXCELLENT** overall

91% agree or strongly agree that **THEY WOULD COME AGAIN**

71% **LIVE IN A LONDON BOROUGH**
(Analysis of postcodes)



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“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 (2022) 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.

- The Festival runs outreach activities with local under-served schools throughout the year. This includes the *Great Exhibition*² project, which connects pupils with researchers.
- Co-creating events with and for young people is a priority for the Festival. Our Young Producers programme enables people aged 18–25 to develop new skills and shape future Festivals and we also co-produce events with other local youth groups.
- The Festival produces a range of accessible events, such as a special early opening for children with autism providing a quieter time for them to explore, and guided visits for families with D/deaf children.
- We provide events and activities for local families, including facilitated visits for community groups and creative workshops attended by hundreds of family visitors in White City during school holidays.



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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 over 50,000 visitors.
- 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 year-round programme of 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.



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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 **Vicky Brightman-Hahn** v.brightman@imperial.ac.uk