



LONDON PARADE



LONDON PARADE

LONDON PARADE, an ICONIC annual event THAT HAS BEEN WEAVING ITS MAGIC FOR 40 DAZZLING YEARS!

Since its debut in 1987, the parade has become a cherished annual tradition, captivating hearts worldwide. With over 8,000 performers from 25+ countries, including marching bands, cheerleaders, dancers, street performers, giant balloons and famous singers all coming together: the parade, watched by over half a million live spectators and a potential 300+ million viewers globally, via the three-and-a-half-hour TV broadcast, is truly one of a kind!

The parade route travels past London's most iconic landmarks, The Ritz, Piccadilly Circus, Pall Mall, Trafalgar Square, Whitehall, Horse Guards Parade, Downing Street, Big Ben and The Houses of Parliament. All these iconic locations offer the ultimate backdrop to showcase your brand.

[**>> CLICK TO WATCH VIDEO <<**](#)





**THIS IS NOT
“JUST a PARADE.”**

2026 Verified Performance:

- 650,000+ live spectators (MPS conservative estimate)
- 4,000 Grandstand & VIP seats sold out by October
- £4,000,000+ UK media valuation (verified)
- Sky News highest NYD figures in 25 years
- 3,000,000+ UK online viewers
- 20,000,000+ live US viewers via PBS
- ~400,000,000 estimated global reach

LONDON PARADE

WHY THIS MATTERS TO YOU

January 1st Is Strategically Unique

You are not competing with:

- Premier League
- World Cup
- Super Bowl
- Election cycles
- Major award shows

You are reaching:

- ✓ Families at home
- ✓ Audiences in positive emotional mode
- ✓ Consumers at the psychological “reset” moment of the year
- ✓ Viewers actively watching live content

This is brand primetime with minimal clutter.





LONDON PARADE

THE £4M+ UK MEDIA VALUE

Not programmatic, estimated social impressions.
This is earned national broadcast and press valuation.

- Full event relay by Sky News
- Carried by UK national digital news giants
- 100,000+ minimum streams per major publisher
- 3 million+ UK online viewers
- 350,000 direct stream viewers via LondonParade.com

Equivalent media buying costs to achieve similar
broadcast exposure on January 1st would exceed £4M in
the UK alone.

And that excludes:

- PBS (80% US household footprint)
- Reuters global syndication
- AP distribution
- International repeat feeds

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THE GLOBAL MULTIPLIER

US 20,000,000+ live viewers

- 500+ global TV stations via Reuters
- 320 PBS channels
- 400M estimated worldwide reach

Few UK-originated cultural events outside of sport deliver this.

And unlike sport:

- The tone is inclusive
- The environment is brand-safe
- The content is non-polarising
- The atmosphere is celebratory





LONDON PARADE

LIVE audience scale

**650,000+ people physically present
across Central London.**

For context:

- Wembley Stadium = 90,000
- Glastonbury = ~200,000
- London Marathon roadside = ~750,000

**This is in that tier of live audience scale.
But with full national broadcast attached.**

LONDON PARADE

**DOOH + BROADCAST =
DOUBLE IMPACT**

London Parade offers something rare:

1. On-the-ground experiential activation
2. Premium London DOOH placements
3. Live broadcast exposure
4. National and international syndication
5. Organic social amplification
(4.2M views in 5 days, zero paid)

This is multi-layered visibility,
not single-channel exposure.





WHAT A TITLE OR PLATINUM PARTNER REALLY GETS

Not just logo placement.

But:

- Brand association with a £4M+ UK media event
- International cultural positioning
- January 1st dominance
- 650,000 live impressions in Central London
- US primetime distribution
- 400M global halo effect



THE 2027 OPPORTUNITY

**The 40th anniversary
created momentum.**

**The 41st confirms sustained growth
and commercial maturity.**

**The question is no longer:
“Is this a parade?”**

**The question is:
“Which brand wants to own New Year’s Day in London?”**





London Parade

Metric	London Parade	Super Bowl	Olympic Opening Ceremony	London Marathon
Event Type	Cultural Celebration	Elite Sporting Final	Global Sporting Ceremony	Elite Mass Participation Sport
Timing	January 1st	February	Every 4 Years	April
Live Spectators	650,000+	70,000	60,000–80,000	~750,000 roadside
Global Broadcast Reach	~400 Million	~115 Million (mostly US)	900M–1B	40–50 Million
US Audience	20M+ (PBS)	~100M	30–40M	Limited
UK Media Value	£4M+ Earned	Paid only	Rights controlled	Limited
Advertising Cost	Fraction of SB/Olympics	\$7M+ per 30 sec	Premium sponsorship only	Route sponsorship
Brand Environment	Inclusive, celebratory	Commercial, competitive	Prestige, nationalistic	Endurance, charity
Category Clutter	Low	Extreme	Very high	Moderate
Emotional Context	Optimism, fresh start	Competition, dominance	National pride	Personal achievement
DOOH Integration	Central London Prime	Stadium only	Stadium only	Route only
Experiential Activation	Yes	Limited	Restricted	Limited

SPONSORSHIP PACKAGES FOR LONDON PARADE 2027

TITLE SPONSORSHIP (EXCLUSIVE PARTNERSHIP)

Investment: £500,000+

Benefits:

- Exclusive naming rights: London Parade 2026 in Association with “YOUR BRAND”.
- Prominent logo placement across all event materials, banners, and digital screens.
- Prominent logo on inflatable arch. (Weather permitting)
- Advertising spots on DOOH screens along the parade route.
- VIP access for 20 guests, including premium viewing spots.
- Dedicated social media campaigns and press mentions.

PLATINUM SPONSOR (PREMIUM VISIBILITY)

Investment: £200,000+

Benefits:

- Logo placement on all official materials.
- Logo on inflatable arch. (Weather permitting)
- One 60-second feature spot on DOOH screens along the parade route.
- VIP access for 10 guests.
- Inclusion in digital campaigns, website, and email newsletters.
- Press release acknowledgment.

SPONSORSHIP PACKAGES FOR LONDON PARADE 2027

GOLD SPONSOR (GLOBAL IMPACT)

Investment: £100,000+

Benefits:

- Rotating ad placement on DOOH screens (30 seconds, 3x repeats per hour).
- Inclusion in parade banners and signage.
- VIP access for 6 guests.
- Recognition on social media channels and official website.

SILVER SPONSOR (BROAD OUTREACH)

Investment: £50,000+

Benefits:

- Logo display on select DOOH screens during the parade.
- Four VIP tickets with prime viewing spots.
- Branding on select event materials.
- Recognition in the sponsor section of the website.

BRONZE SPONSOR (COMMUNITY PARTNER)

Investment: £25,000+

Benefits:

- Banner placement along parade route as featured on TV during the live event broadcast.
- Mention on the official website and social media.
- Two VIP tickets for the parade.

DOOH SCREENS, BANNERS AND CUSTOM OR IN-KIND SPONSORSHIP (TAILORED OPPORTUNITIES)

Investment: P.O.A.

Benefits:

- Flexible packages to suit brand objectives (e.g., product placement, experiential marketing).
- Social media takeovers, on-ground activations, and more.





FOR MORE INFORMATION, PLEASE CONTACT JUSTIN FERBER:

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