

#MyWestminster Day

Sponsorship packages



Sunday 30 June 2019

Paddington Recreation Ground

Maida Vale, London, W9 1PD

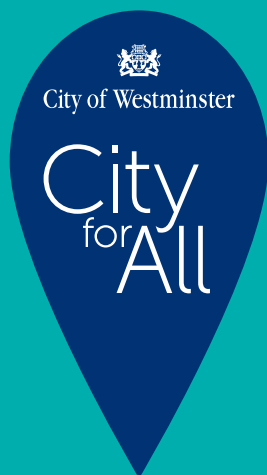
The third MyWestminster Day is an annual celebration of Westminster's neighbourhoods that brings local people together to take pride in this vibrant and diverse city. This community festival showcases the best of Westminster and offers free food tasters from across the world, live music, sport and family activities that celebrate living in the heart of the city.

westminster.gov.uk/mywestminster#MWD



"The event brought diverse communities together as Westminster residents rather than separate ethnic groups. The people who visited Mosaic's marquees felt uplifted and proud to identify themselves as part of Westminster and its rich diversity of culture."

Mosaic Community Trust



Partner benefits

£3,000

- ✓ Exhibition space including a 3x3m marquee
- ✓ A sponsor thank you during the event speeches

Branding:

- ✓ Logo on 12,000 event flyers including 2,000 door dropped in Maida Vale
- ✓ Logo on four on-site event banners
- ✓ Logo on 250 event posters
- ✓ Inclusion in our resident newsletter, sent to 60,000 subscribers
- ✓ A credit in event coverage in our publications including:
 - ▶ Westminster Reporter (posted to 120,000 households)
 - ▶ Westminster Plus (posted to 30,000 residents aged 65+)
 - ▶ Families First e-newsletter (12,000 subscribers)
- ✓ A half page advert in either our resident or business annual council tax booklet
- ✓ A credit on our Eventbrite registration page, event web page at [westminster.gov.uk/mywestminster](https://www.westminster.gov.uk/mywestminster) and online site map
- ✓ Logo on lamppost signage on the day

Friend benefits

£1,500

Branding:

- ✓ Logo on 12,000 event flyers including 2,000 door dropped in Maida Vale
- ✓ Logo on 250 event posters
- ✓ Inclusion in our resident newsletter, sent to 60,000 subscribers
- ✓ Logo on four on-site event banners
- ✓ Logo on online event map
- ✓ A sponsor mention on our event web page at [westminster.gov.uk/mywestminster#MWD](https://www.westminster.gov.uk/mywestminster#MWD)



Opportunities to brand free activities such as face painting, a photo wall or our early years area are also available on request.

Please contact Claire Appleby at Westminster City Council on **020 7641 3388** or email cappleby@westminster.gov.uk for more information.

The event has four distinct zones:

Exhibitor zone

40 voluntary and community organisations from across the city will offer activities such as t-shirt printing, yoga and arts and crafts.

Activity zone

Free family activities. In 2018, this included a zorbing arena, bungee run, soft play, bungee trampolines, face painting, cricket with Lord's and a dance floor

Food tent

Tasting food from around the world, showcasing local food start-ups from north Westminster as part of an enterprise support programme

Bandstand

Live music and performances highlighting local talent and providing the perfect backdrop to the day

2018 topline

Attended by **3,000** people, mainly families

40 community and voluntary sector exhibitors

19 performances on the open air dance floor and bandstand from local community groups

