



CHRISTMAS IN THE CITY

SOUTHEND CITY BID
CHRISTMAS SPONSORSHIP 2026



CHRISTMAS IN THE CITY SPONSORSHIP PACKAGES 2026

Southend City BID represents over 270 businesses in Southend city centre. Voted in for a third five year term, the BID seeks to deliver projects to support members, enhance the zone, and attract footfall.

Our **Big Switch On** event does just that. Taking place on **Saturday 14th November 2026**, the event attracts over 5,000 people each year, providing businesses with a vibrant, high profile opportunity to showcase their brand.

We have developed a range of sponsorship packages designed to give your business **maximum visibility** to thousands of people throughout the festive season, helping you connect with new customers and reinforce your presence in the city.

If you would like to take advantage of one of these opportunities, or discuss something more bespoke, please contact Hello@SouthendBID.com.

HEADLINE SPONSOR

£6,000.00

- Get your brand seen everywhere with prominent logo placement across all digital assets including brochure
- Stand out with logo placement on posters and leaflets
- Own the spotlight with a full-page advert (or two half pages) in the digital Christmas in the City brochure
- Secure premium back cover advertising on our 17,000 event leaflets
- Showcase your business through two promoted, family-friendly festive events
- Capture attention on the big screen with your 4 slides or 40-second video at Switch On (repeated across the day)
- Take centre stage during the countdown moment
- Opportunity to host a live performance or presentation slot on the main stage
- Connect directly with the public by handing out branded merchandise on the day
- Be recognised as the official Headline Sponsor on the Visit Southend Switch On web page
- Drive engagement with your own trade stall at the event
- Reinforce presence with logo placement on the stage
- Minimum of five dedicated social media mentions
- PR exposure with a headline sponsorship press release
- Boost visibility with branded boards
- Enjoy VIP backstage access for 4 guests
- Hear your brand celebrated with repeated stage mentions

SOUTH TREE SPONSOR

£5,000.00

- Prominent logo placement on digital assets including festive brochure and the forum big screen
- Stand out with logo placement on posters and leaflets
- Own the spotlight with a half-page advert in the digital Christmas in the City brochure
- Logo to feature on the Christmas events leaflets with a 17,000 print run
- Showcase your business through two promoted, family-friendly festive events
- Capture attention on the big screen with your 3 slides or 30-second video at Switch On (repeated across the day)
- Take centre stage during the countdown moment
- Connect directly with the public by handing out branded merchandise on the day
- Be recognised as the South Tree Sponsor on the Visit Southend Switch On web page
- Drive engagement with your own trade stall at the event
- Logo placement on the main stage
- Tagged in all social media posts related to the Royals Square tree
- PR exposure with dedicated press release announcing south tree sponsorship
- Boost visibility with branded boards
- Enjoy VIP backstage access for 2 guests
- Hear your brand celebrated with repeated stage mentions

BIG SCREEN ADVERT

With thousands attending the switch on each year, grab yourself a prime spot to get your brand seen. The screen will show a continuous loop of the days program and adverts until 4.30pm.

1 slide or 10 second video	£200.00
2 slides or 20 second video	£300.00
3 slides or 30 second video	£400.00

SUPPORTING SPONSOR £3,000.00

Align your brand with one of Southend's biggest and most anticipated seasonal events.

- Logo displayed on forum big screen advert
- Logo featured on event posters and leaflets
- Half page advert within the digital Christmas in the City events brochure
- Logo featured on 17,000 Christmas event leaflets
- Promotion of one family -friendly festive event hosted by your business
- 3 advertising slides or a 30 -second video displayed throughout Switch On day
- Opportunity to distribute branded merchandise and promotional materials during the event
- Recognition as a Supporting Sponsor on the Visit Southend Switch On webpage
- Trade stall at the Switch On event
- Logo placement on the stage
- Tagged in a minimum of three social media posts
- Sponsorship announcement through a dedicated press release
- Branded board around the fencing of the Victoria Circus Christmas tree
- VIP backstage access for up to two guests
- Regular stage acknowledgements throughout the day

FESTIVE SUNDAY SPONSOR £1,500.00

Looking to showcase your business outside of the Big Switch On event? Sponsor a Festive Sunday and connect directly with visitors enjoying the city in December.

- Logo featured on Forum big screen advertising
- Quarter digital page advert within the digital Christmas in the City events brochure
- Big screen advertising for the Switch On with either 2 slides or a 20 second video (repeated)
- Opportunity to provide branded merchandise and promotional materials for distribution at a Festive Sunday event
- Recognition as a Festive Sunday Sponsor on the Visit Southend webpage
- Trade stall at the Switch On event
- Tagged in a minimum of three social media posts
- Acknowledged in press release announcing event
- Repeated on stage acknowledgement of sponsorship throughout the Switch On event

ACTIVITY SPONSOR

If the main sponsorship packages are not the right fit, activity sponsorship offers an affordable way to align your business with this much-loved festive event.

Switch On crafting trail	£600.00
Busker programme	£600.00
Festive trail (through to Christmas Eve)	£600.00

Benefits include recognition within activity marketing.

TRADE STALL £50.00

Be part of the action at one of the busiest and most vibrant events of the year.

- Prime trading location within the event footprint on the High Street
- Excellent opportunity to engage directly with thousands of visitors
- Perfect for city centre businesses seeking an additional presence on the day
- Suitable for retail, promotional activity, customer engagement and brand awareness

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If you would like to take advantage of one of these opportunities, or discuss something more bespoke, please contact Hello@SouthendBID.com or Info@KiwiProductions.co.uk.
Artwork for adverts and boards to be provided from business as per specifications provided.