



# THE LORD MAYOR'S SHOW

SATURDAY 14<sup>TH</sup> NOVEMBER 2026



PARTNERSHIP OPPORTUNITIES



## WELCOME FROM Alderman Tim Hailes

The Court of Aldermen's Candidate for Lord Mayor 2026/27

**E**ach November the streets of the City of London come alive to the country's largest unrehearsed spectacular procession!

For more than 800 years, the Lord Mayor's Show has taken over the streets of the City of London, with hundreds of thousands of spectators, all lining the procession route to celebrate and revel in one of the world's oldest and greatest civic celebrations.

I have worked as a lawyer in one of the City's biggest banks, and also in a start-up. I have enjoyed some of the Square Mile's longest-standing traditions, while also embracing change.

For me, the most wonderful thing about the Show is the opportunity to celebrate past, present, future together. To enjoy our deep and important traditions, while understanding that London has always sat at the very epicentre of transformation. It really does embody "the Soul of London".

This amazing, joyous and loud spectacle

celebrates the City's diversity, unity, history and pageantry, bringing with it 6,500 participants from every part of our community, 70 floats, 20 military and civilian bands, horses (and the odd dog!), carriages and the iconic Gold State Coach, in which I, subject to election, will have the honour to travel.

The procession represents joy and multiculturalism. It celebrates service, civic duty, and the vibrancy and diversity that make the City so special. It is inspiring and humbling. It is more than a pageant. It is a testament to the City's enduring spirit and the bonds that connect past, present and future.

There are opportunities to partner with us on this magnificent event at every level. From being front and centre as our presenting partner to a donation to show your support, this is your unique opportunity to participate in this celebration of everything that makes our City so great.



***"For me, the most wonderful thing about the Show is the opportunity to celebrate past, present, future together."***

Alderman Tim Hailes

#THESOULOFLONDON

# THE OPPORTUNITY The Lord Mayor's Show



**T**he Show marks the annual installation of the new Lord Mayor of the City of London and this year it will celebrate the 698th person to hold this prestigious office.

Nowhere else can you experience marching bands, a drum and base orchestra, community groups, charities, schools, City businesses, traditional Indian drummers and Livery companies joining forces to celebrate what makes the City so special and unique.

The Lord Mayor's Show has been part of our history since 1215 – the year of the Magna Carta and King John's Charter to the City of London - and has grown and evolved alongside the City that is the star of the show. Alongside the spectators lining the street, it is enjoyed by millions

who watch it on television. This year is even more special as it marks 100 years since the BBC first broadcast the Show live, on radio in 1926, before becoming one of the first live television broadcasts in 1937.

A diverse and inclusive celebration in all senses of the word, partners, sponsors and those taking part with a float will benefit from an unrivalled platform for your organisation to showcase its values, creativity, contribution to the community and, most importantly, to have some fun!

Our packages can be tailored to meet your requirements, whether you're interested in being our main partner, participating with a float, taking sponsorship or advertising. Or enjoying hospitality and client entertainment opportunities.

Over **375,000** spectators lining the streets of the City of London

**EXTENSIVE** coverage across major news channels and print media

A television audience of over **1 million** viewers

Commemorative programme, selling over **10,000** copies

The longest running parade in the world dating back **800 years**

**89%** of spectators are families in the ABCI demographic

Social media views **1.3 million...** an increase of **200%** on previous year

# TAKING PART Procession Floats

**P**articipating in The Lord Mayor's Show has been described by previous participants as a fun, joyful and energising experience and an opportunity like no other. You'll be on display in front of hundreds of thousands excited spectators lining the streets of the City of London and the 1 million watching the Show on television. A float – so-called from the days when elaborately decorated barges used to transport the Lord Mayor from the City to Westminster along the Thames – gives your organisation a platform to shout about and celebrate what you do best.

You are assured of a warm welcome,

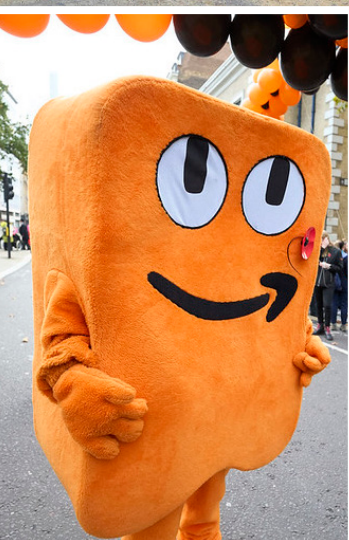
and will be expertly assisted by the Pageantmaster's Office to make your participation easy, enjoyable and worthwhile. The cost of participation is £11,000 + VAT, reduced to £7,500 for charitable organisations. This will give you 16 metres of roadspace and the ability to have 50 participants. You will have full access to the Pageantmaster's Office for advice on how best to achieve your aims.

We are also looking for sponsors to enable our much loved and valued community groups and charities to take part. Support like this is of tremendous value to these organisations and can provide opportunities for involvement.

*“I used to watch the Lord Mayor's Parade on my grandad's shoulders...”*

Dame Susan Langley  
The Lady Mayor 2025/26

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# OUR PACKAGES

## Sponsorship

**T**he Lord Mayor's Show is one of the City of London's most historic and visible events and this remarkable celebration offers sponsors a unique opportunity to align your brand with values of inclusion, sustainability and community investment.

We invite you to explore our partnership opportunities that can be tailored to meet your needs and the level of support you would like to give. Our comprehensive packages are designed to maximise brand impact and provide a distinguished platform for networking, celebration and fun.

### THE PACKAGES INCLUDE

#### ➤ Presenting Partner

Let your brand play a central role in the Show by coming on board as our principal partner. Please contact us to discuss this bespoke and exclusive opportunity: [ims@cityoflondon.gov.uk](mailto:ims@cityoflondon.gov.uk)

#### ➤ Lord Mayor's Show website

Your opportunity to support the orchestration of the Show and connect with City leaders, local organisations and show supporters, and more than 130,000 visitors to the site.

#### ➤ Show day catering

With your support, we can keep our 7,000 strong team of participants and volunteers fed and watered at the end of the outward procession, and re-energised for the return.

#### ➤ Official Show Programme

Your brand could be in the hands of the thousands who buy the programme and an opportunity to celebrate the day in style as a guest of the Lord Mayor.

#### ➤ The Lord Mayor's Enclosure

Put your brand in the spotlight at a key location along the route and a perfect vantage point for the Blessing of the Lord Mayor at the South Transept of St Paul's Cathedral.

Opportunity	Price	Benefits
Lord Mayor's Show Website	£40,000	<ul style="list-style-type: none"> <li>➤ Headline branding on homepage</li> <li>➤ Sponsor content on the Website</li> <li>➤ Social media exposure</li> </ul>
Catering for participants and volunteers	£40,000	<ul style="list-style-type: none"> <li>➤ Branded Marquee</li> <li>➤ Branded lunch bags</li> <li>➤ Social media exposure and digital content</li> <li>➤ Acknowledgement in the official Show Programme</li> </ul>
Lead Partner for the official Show Programme	£40,000	<ul style="list-style-type: none"> <li>➤ Circulation of approx. 10,000</li> <li>➤ Front cover branding</li> <li>➤ Double page spread</li> <li>➤ Social media exposure</li> </ul>
The Lord Mayor's Enclosure at St Paul's Cathedral	£40,000	<ul style="list-style-type: none"> <li>➤ Holds approximately 700 spectators who are predominantly guests of floatholders</li> <li>➤ Guests receive a copy of the official Show Programme and complimentary refreshments</li> <li>➤ Branding of barrier covers and marquee</li> </ul>

## OUR PACKAGES

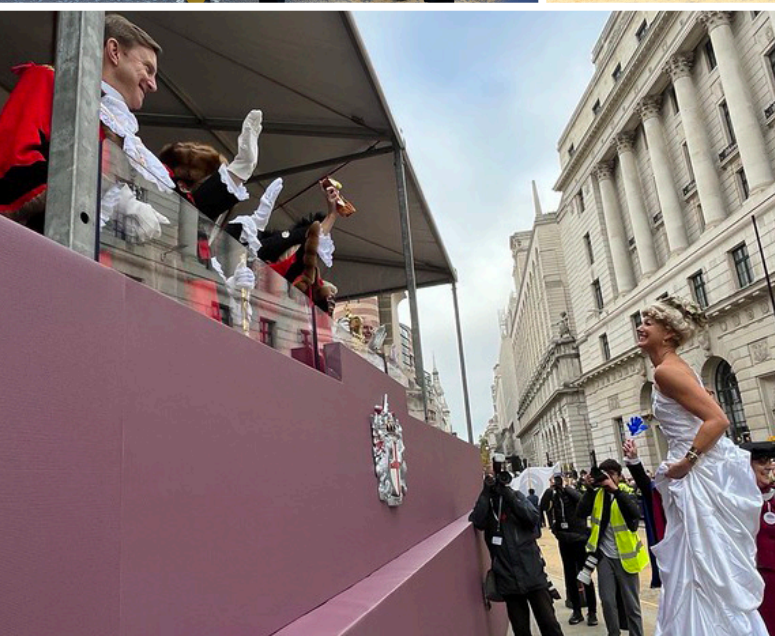
# Branding & Advertising

Opportunities are available to suit all budgets and brand objectives. These packages provide exceptional exposure across key locations along the procession route including the Grandstand at Mansion House, the enclosure at St Paul's Cathedral, and, new for this year, tiered seating at Bank Junction and on Cheapside.



Opportunity	Price	Benefits
Mansion House Grandstand	£125,000	<ul style="list-style-type: none"> <li>➤ Exclusive branding on the Grandstand</li> <li>➤ Brand exposure at the main hub of the Show</li> <li>➤ Social media exposure</li> <li>➤ 6 x Lord Mayor's Show hospitality tickets for the outward procession (exclusive grandstand seating, breakfast and luxury gift)</li> <li>➤ Private Dinner for 12 with the Lord Mayor on a separate date</li> <li>➤ Acknowledgment in the official Show Programme</li> </ul>
Barrier Covers GOLD	£5,000	Gold barriers located at Bank Junction, with excellent media exposure. Inclusive of 10 covers
Barrier Covers SILVER	£2,500	Silver barriers in high footfall areas – New Change and St Paul's. Inclusive of 10 covers
Barrier Covers BRONZE	£1,000	Barriers across remainder of the route. Inclusive of 10 covers

# OUR PACKAGES Hospitality



*“Mansion House is the heart and hub of the Lord Mayor’s Show”*

Dominic Reid, OBE  
Pageantmaster

**B**e at the heart of the Lord Mayor’s Show with our exclusive hospitality packages. Your opportunity to secure the best ‘ringside’ seats with unrivalled views of the procession, branded experiences, and civic engagement in the heart of the City of London. Whether you’re entertaining clients, rewarding staff or celebrating with family and friends, our hospitality packages provide a memorable way to enjoy one of the nation’s most iconic events while being looked after in style.

Hospitality Package	Price	Benefits
VIP Hospitality packages at the Mansion House Grandstand	£700 per seat	<ul style="list-style-type: none"> <li>➤ Mansion House Grandstand seat for the outward procession.</li> <li>➤ Exclusive hospitality at Mansion House</li> <li>➤ Luxury gift</li> <li>➤ Strictly limited in number</li> </ul>
Mini Grandstand – Bank Junction	£20,000	<ul style="list-style-type: none"> <li>➤ Exclusive use of the grandstand with seating for 90 guests</li> <li>➤ Grandstand designed and dressed with your brand</li> <li>➤ Luxury gift</li> <li>➤ Quarter page advert in the official Show Programme</li> <li>➤ Potential for collaborations with nearby venues</li> </ul>
Mini Grandstand – New Change	£10,000	<ul style="list-style-type: none"> <li>➤ Exclusive use of the grandstand with seating for 90 guests</li> <li>➤ Grandstand designed and dressed with your brand</li> <li>➤ Potential for collaborations with nearby venues</li> </ul>

# AT A GLANCE

## The Lord Mayor's Show Opportunities

Package	Cost	Branding			Hospitality					Official Programme		
		Branded content on The Lord Mayor's Show website and socials	Brand visibility	Number of barrier covers	Grandstand Seat	Breakfast at Mansion House	Copy of the official Show Programme	Luxury Gift	Private Dinner with Lord Mayor	Acknowledgement in the official Show Programme	Advert in the official Show Programme	Procession entry in the official Show Programme
Procession Floats – Participate in a Float - Commercial	£11,000	✓	✓									✓
Procession Floats – Participate in a Float - Charity & Community	£7,500	✓	✓									✓
Branding & Advertising – Mansion House Grandstand	£125,000		Mansion House Grandstand	Gold x20	VIP Mansion House x6	Breakfast at Mansion House on Show Day	6	6	✓	✓		
Branding & Advertising – Barrier Covers GOLD	£5,000		✓	10								
Branding & Advertising – Barrier Covers SILVER	£2,500		✓	10								
Branding & Advertising – Barrier Covers BRONZE	£1,000		✓	10								
Hospitality – VIP Package at Mansion House	£700 per seat				VIP Mansion House	Breakfast at Mansion House on Show Day	✓	✓				
Hospitality – Mini Grandstand Bank	£20,000		Mini Grandstand Bank		Exclusive use of Mini Grandstand at Bank (90 seat capacity) for outward & return procession		90	90			Quarter Page	
Hospitality – Mini Grandstand New Change	£10,000		Mini Grandstand New Change		Exclusive use of Mini Grandstand at Bank (90 seat capacity) for outward procession only		90					
Sponsorship – Lord Mayor's Enclosure	£40,000		Branded Marquee	✓						✓		
Sponsorship – Participants & Volunteers Catering	£40,000		Branded Marquee	✓						✓		
Sponsorship – Lord Mayor's Show Website	£40,000	✓	✓							✓		
Sponsorship – Official Show Programme and Map	£40,000		✓				100			✓	Double Page	

Please note all costs are exclusive of VAT

# HOW TO Contact

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Please get in touch to discuss any of the opportunities and packages  
and to develop options tailored to your needs

## BRANDING, SPONSORSHIP & HOSPITALITY

**Ellie Robles**  
020 3834 8817

**Bruce Hunt**  
020 7332 1196

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## FLOATS

**Dominic Reid, OBE**  
Pageantmaster

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