

Art of London Brand Partnerships 2022



Heart of
LONDON
Business Alliance

CONTENTS

Overview of Heart of London in the West End	03
Opportunity	05
Art of London Season	06
Brand activations	08
Get in touch	09



Introduction

Heart of London Business Alliance is a not-for-profit organisation representing over 100 property owners and 600 businesses in London's vibrant West End.

Mission to support the wellbeing of members, champion change and promote the West End.

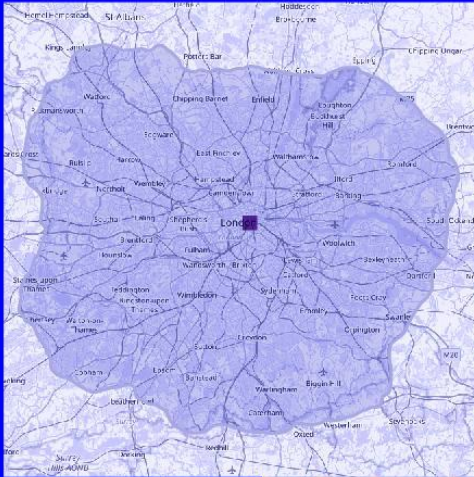
London's West End is a world leading destination;

STATS:

- 1m daily average footfall
- 62% male
- 20% 16-24 yrs
- 33% 25-34 yrs
- 27% 35-44 yrs
- 10% 45-54 yrs
- 10% 55+ yrs
- 45% Londoners, 15% UK, 40% Overseas visitors

World Class Destinations

- Leicester Square
- Piccadilly Circus
- Shaftesbury Avenue
- Charing Cross Road
- Piccadilly
- St Martin's Lane
- Jermyn Street
- Haymarket



JERMYN STREET



PICCADILLY CIRCUS



ST MARTIN'S LANE



PICCADILLY



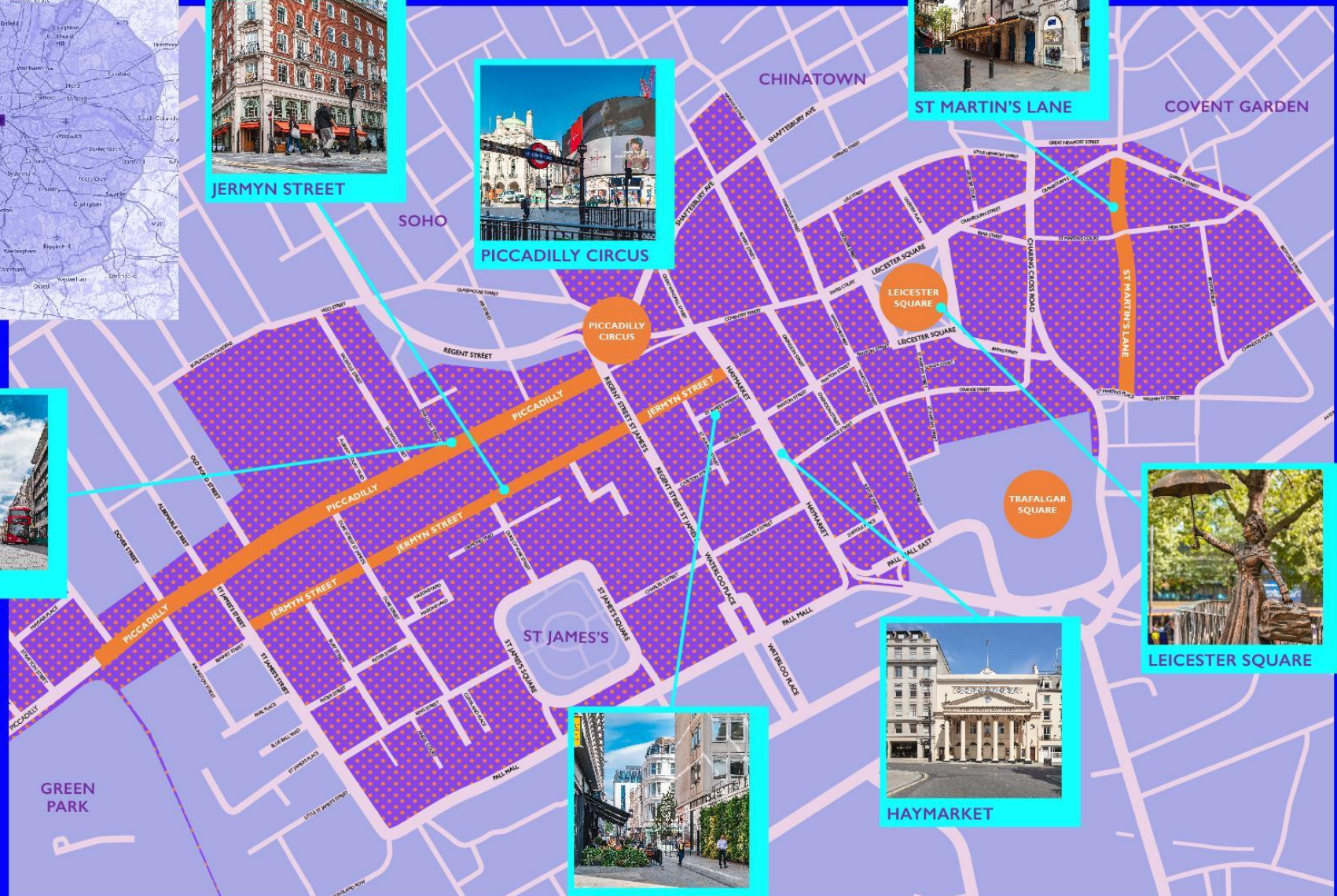
LEICESTER SQUARE



HAYMARKET



ST JAMES'S MARKET





Opportunity

05

Heart of London Business Alliance is keen to work with brands, partners and their agencies to curate vibrant, engaging activities and activations across the region.

From art and culture, film, leisure, food and drink, technology and entertainment, we are keen to explore collaborations.

There are opportunities for;

- Headline Sponsorship of Art of London season
- Marketing and PR campaigns
- Location branding
- Pop up activation space
- Social media
- Networking
- Social event sponsorship with high level networking opportunities amongst West End cultural and business communities
- Private C-suite engagement events & thought leadership activity
- Thought leadership talks and events sponsorship opportunities aligned with sponsors' strategic objectives
- Inclusion in consumer & corporate marketing campaigns

We would love to work with you to bring your brand's story to life for the millions of visitors to our iconic destinations.

Art of London 2022

Art of London is the new consumer facing cultural brand for London's West End, delivering events, activations and seasons of activities across the heart of the capital.

This summer, we invite you to tell your story to a global audience through partnering with Art of London, celebrating sustainability, technology and new creative talent.

“By partnering with Art of London we've been able to introduce ourselves to new audiences in a truly meaningful, accessible and engaging way. It has been fantastic to see so many people experiencing art outside of the gallery walls.”

**Vanessa Woodard, Head of Partnerships,
Sky Arts**

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Art of London

2021 Summer Season Stats

- 166 pieces of press coverage
- 46M combined social reach
- 6.5M nationwide OOH campaign impressions
- 1M daily footfall
- 41% footfall increase
- 30 broadcast hits
- 6.5M advertising impressions



Brand activations

- Street Take-over
- Pop-up retail
- Sampling/ Promotional activity
- Public art installations
- Experiential space
- Art installation/ lighting and projection

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