



presents

SUMMER IN LEICESTER SQUARE

Exclusive offers for members of



HEART
OF LONDON
BUSINESS
ALLIANCE

Introducing Summer in Leicester Square

New for 2025, **Summer in Leicester Square** will be a relaxed summer event taking place in the heart of the West End, featuring a season of fun and entertainment in Leicester Square.

Celebrating everything a British summer has to offer, **Summer in Leicester Square** will be an event to be enjoyed by local workers, tourists and Londoners alike.

Making Leicester Square a beautiful hub for **free** summer film and sporting screenings, socialising and summer drinks and snacks.

Creating a **destination space** for visitors to enjoy.

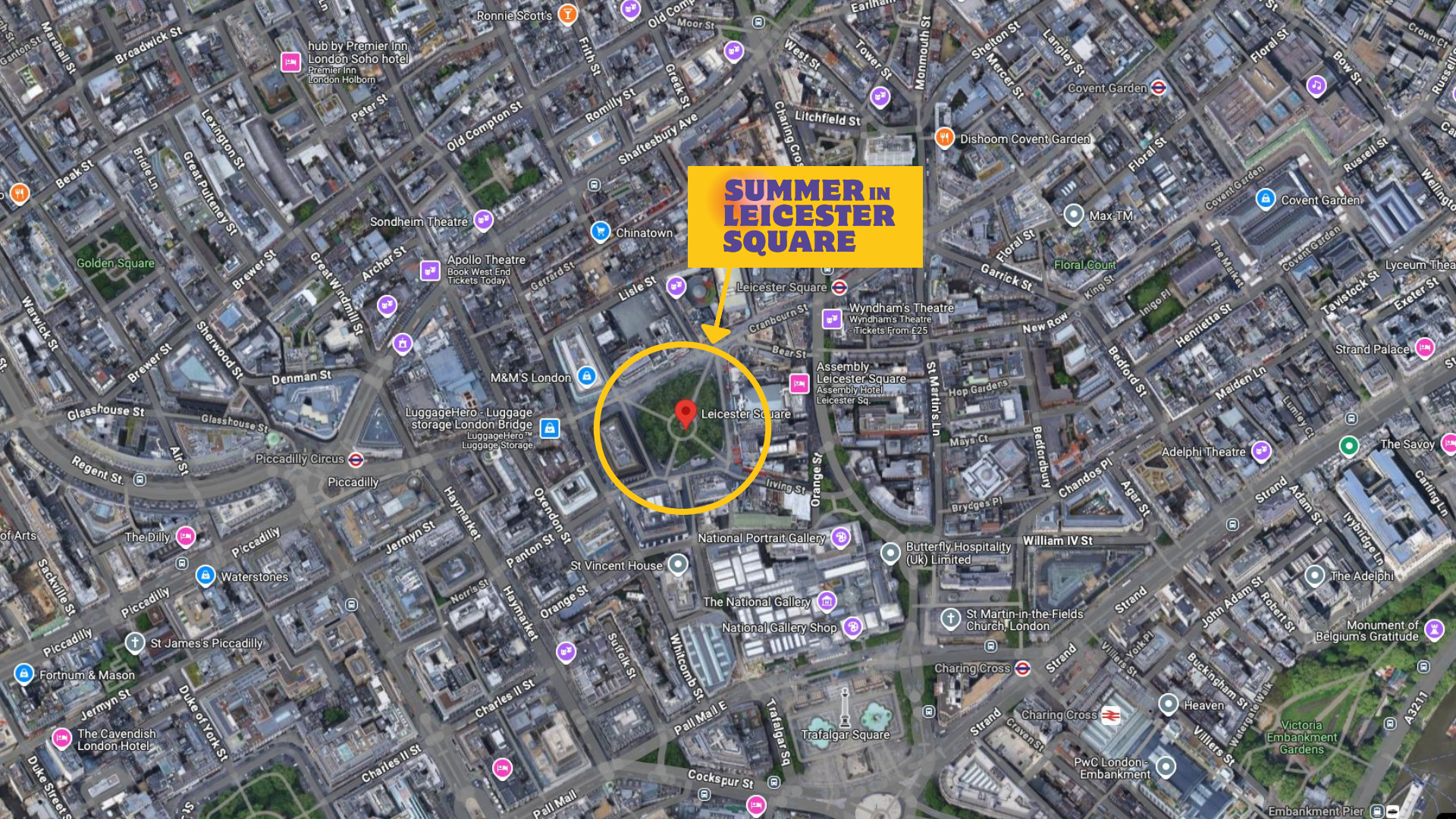


Summer in Leicester Square will feature:

- A large screen:
 - to screen a **curated season of free film screenings**
 - for **free public access to major 2025 summer sporting events** like Wimbledon & UEFA Women's Euro's
 - to **complement major London events** using Leicester Square including West End Live and PRIDE
- The screen will also be used to promote local businesses and cultural events
- The site will feature a pretty **summer bar** serving a limited menu of beer, wine, cider, Pimm's and alcohol free drinks
- A characteristically English **Pimm's, strawberries & cream** stall for the outdoors, and a confectionery stall to complement screenings
- A **relaxed open plan environment** for the public to enjoy at their leisure
- **Regular cleaning and security** provision to make the Square clean and safe and augment the existing service provision
- Access to public toilets
- Very low impact site infrastructure.



SUMMER IN LEICESTER SQUARE



Summer in Leicester Square - a great location to enjoy a relaxed afternoon

**SUMMER
IN
LEICESTER
SQUARE**



RAFAEL NADAL

BEST WIMBLEDON FOREHANDS



Summer in the Square - a destination to enjoy your London summer_



Opening dates & times

Event dates

Opening 9 June 2025
Close 3 August 2025 (TBC)

Operational Hours

Monday to Friday 12.00 to 22.00
Saturday 10.00 to 22.00
Sunday 10:00 to 21:00

(Square always open on normal summer opening hours)



Exclusive opportunities for HOLBA members

We would like to offer HOLBA the following opportunities:

1. On screen advertising

Option to buy advertising spots on the big screen at reduced rate of:

- ❑ £60 + VAT per 30 second slot
- ❑ £1,250 + VAT for 25 slots (£50 per slot)
- ❑ £2,000 + VAT for 50 slots (£40 per slot)

2. Your logo on deckchairs (see next page)

Opportunity to add your logo to deckchairs being used at Summer In Leicester Square for a reduced price of:

- ❑ £90 + VAT per chair with full colour logo
- ❑ £800 + VAT for 10 chairs



Example of how the branded deckchairs might look



SUMMER IN LEICESTER SQUARE

Deadlines

To order deckchairs: Friday 9th May

To book advertising slots: Friday 16th May

How to order

If you have any questions or would like to place an order, please contact Mary Gleeson by email on maryg@underbelly.co.uk

Notes:

1. All prices are + VAT.
2. All payments due in full on receipt of order.
3. Advertising content should be supplied as a video file rather than static images and is subject to approval.
4. All advertising content should be suitable for a family audience (equivalent to PG rating)

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For further information contact

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maryg@underbelly.co.uk

For more information on all Underbelly events visit
underbelly.co.uk

