

HISTORIC ROYAL PALACES


# FOOD FESTIVALS

Sponsored by:  LEXUS



[www.hrpfoodfestivals.com](http://www.hrpfoodfestivals.com)





“Lots to see and do, great food and amazing that the ticket includes entry into the palace!”

“It’s a great day out with a chance to try and buy different food products. In a fabulous setting with music”

“An AMAZING day out”

**2019 VISITORS**



STREET FOOD + POP UP BARS + MASTERCLASSES + ARTISAN  
PRODUCERS + LIVE MUSIC + KIDS' ENTERTAINMENT +  
SHOPPING & GIFTS + FIZZ & FEAST + STUNNING GARDENS +  
MAGICAL COURTYARDS AND MUCH MORE





## OUR FESTIVALS...

Our festivals are set against the stunning backdrop of one of the UK's most iconic Palaces, with the gardens and the courtyards of Hampton Court Palace offering a completely unique foodie day out.





## WHY JOIN US...

- Build brand awareness
- Boost sales
- Launch new products
- Reach a highly engaged foodie audience
- Build your connections and client database
- Social media coverage

## WAYS TO SHOWCASE YOUR BRAND...

- Align your brand to one of our features for maximum impact or create a bespoke brand activation to bring your brand to life
- Marquees for retailing and sampling
- Bars and street food vehicles





## HAMPTON COURT PALACE FESTIVE FAYRE 3 – 5 December 2021

The ultimate Christmas foodie fix, our Festive Fayre fills the historic courtyards and gardens at Hampton Court Palace. Now in its seventh year, it's a calendar-must for the festive season.

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15,000 visitors expected in 2021

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88% ABC1  
Average spend £77





## HAMPTON COURT PALACE ARTISAN FESTIVAL 13 – 15 May 2022

This brand new event at Hampton Court Palace will bring together the best luxury gifts and handmade crafts for visitors to buy, whilst enjoying a drink from our bars and food from our street food vehicles.

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15,000 visitors expected in 2022

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96% ABC1  
Average spend £120





## HAMPTON COURT PALACE FOOD FESTIVAL

### 27 – 29 August 2021

Now in its ninth year, Hampton Court Palace Food Festival is firmly on the map as a destination for young, affluent food-lovers over August Bank Holiday weekend.

We will be joined by a wide selection of artisan producers and brands for the 3-day food festival.

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26,000 visitors in 2021

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96% ABC1  
Average spend £95





# OUR VISITORS

## SUCCESSFUL FAMILIES

Aged 36-45  
£70-100k income  
School-aged children  
Advancing careers  
Sainsbury's and Waitrose shoppers  
Online shoppers  
Social media activists

## CONTEMPORARY WORKERS

Aged 26-35  
£30-39k income  
No children  
Career driven  
Online shoppers and bankers  
Social media activists



# WHAT'S ON...

Our festivals have first class entertainment and inspirational content at their heart – giving all a great experience to enjoy and remember long after their visit.





## BESPOKE BRAND CONTENT



## THE KITCHEN



## LEXUS LUNCH CLUB



## THE CLASSROOM



## VIP



## THE BANDSTAND





## MAKE IT YOUR OWN...

Align your brand to our content or talk to us about creating your own brand experiences targeting our affluent foodie audience. Make their experience at Hampton Court even more engaging, immersive and memorable.







# The Bandstand

The Band Stand is a focal point at each of our outdoor events, with acts creating a garden party atmosphere, entertaining our visitors throughout their day. Create a memorable experience for your brand, by aligning yourself to the bandstand and making it your own!

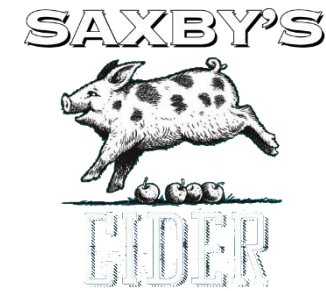
- Put your spin on the events musical stylings, potentially collaborating or contributing to the acts taking the stage over each 3 day event.
- The bandstand provides a heightened level of exposure, with our compere delivering your key brand messages before and after each performance, bringing the focus back to your brand and nearby activation if desired.
- Making sure our visitors don't miss you! Your brand and signage would feature on the band stand and we would allocate a space close by for your brand activation.

Cost per event:

£8,000 + VAT. Includes 6m x 3m activation marquee.



# WHO HAVE WE WORKED WITH?





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