

SOUTHEND CITYJAM 2025

SPONSORSHIP OPPORTUNITIES 2025

southendcityjam.co.uk



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Southend-on-Sea
City Council



THE UK'S LARGEST STREET ART FESTIVAL RETURNS IN 2025

City Jam 2024 saw over 200 local, national, and international artists transform more than 100 walls across the city centre and seafront, leaving behind an unforgettable legacy of large-scale artwork.

Following the overwhelming success of the past three years, we're thrilled to bring City Jam back for its fourth year in 2025. However, to make it happen, we need the support of local businesses who understand the value of large-scale events like this in attracting visitors, boosting the local economy, and celebrating Southend as a vibrant cultural destination.



2024 STATS

FOOTFALL



204,767

people were in the City Centre during Southend City Jam (9am-6pm, 30 August - 1 September 2024)

↑ 15%

Footfall in the City Centre was up 6% on the event last year.

62%

of people were from out of the city (more than 5 miles away)

↑ 11%

The following weekends (7-8 and 14-15 Sept) when all the artwork was still in situ, footfall in the City Centre was up 11% on the same weekends last year.

MARKETING



587,648

people saw one or more of the festival posts on Visit Southend** social media channels

47,254

people actively engaged with one of more of our festival posts

£32K

worth of free print and digital marketing from Essex Echo, plus extensive coverage from Regional News

** Social media channels include: Facebook (@visitsouthendonssea) Twitter/Instagram/TikTok (@visitsouthend)

WEB TRAFFIC



37,474

people visited the festival website www.southendcityjam.co.uk from 1st June - 14th Sept 2024

210,927

people have viewed the online festival map

78%

of website users were from out of the city

SPONSORSHIP BENEFITS

Our sponsorship packages offer an excellent return on investment and can be tailored to suit you.

This is an incredible opportunity to be involved in a high-profile festival that will amaze residents and visitors alike. There are a limited number of sponsorship packages available, and they'll be allocated on a first come first served basis so be sure to get in touch!



Raise the profile of your business to new and existing customers by supporting a high-profile festival.



Be a key part of a high-profile festival that raises civic pride, delights the whole city and drives a 'feel good' factor in Southend.



Drive footfall and sales to your business through the LuminoCity website, Festival Guide and other promotional options.



Great PR for your business, with lots of opportunities for your brand to be seen via our website, social media, and official media partners.

2025 PACKAGES

GOLD PARTNER £20K* INVESTMENT

Our Presenting Partner will benefit from an unprecedented level of year round marketing and PR exposure. Your brand will be uniquely associated with the artist of your choice and synonymous with Southend City Jam.

Benefits to include:

- » One maximum Gold Partner.
- » Branded presence in the City Jam HQ during the Festival.
- » Prominent logo on all festival signage.
- » Prominent logo on all print and digital promotional material, including posters, leaflets, maps, adverts and social media.
- » Full A5 page advert in the Festival Guide, which has a 20,000 print run.
- » Your logo and special feature on the festival website www.southendcityjam.co.uk.
- » Your company tagged in all associated social media posts across all channels.
- » Your company mentioned in all associated press releases.
- » 10 x tickets to Meet and Greet with the artists at the Opening Night Reception.
- » Dedicated account manager and a full evaluation report post festival.
- » Association with a high-profile festival that will attract nationwide publicity.

SILVER PARTNER £10K* INVESTMENT

Benefits to include:

- » Two maximum Silver Partners.
- » Your logo on all festival signage.
- » Your logo on all print and digital promotional material, including posters, leaflets, maps, adverts and social media.
- » Half A5 page advert in the Festival Guide, which has a 20,000 print run
- » Your Logo on the festival website www.southendcityjam.co.uk.
- » Your company tagged in all associated social media posts across all channels.
- » 5 x tickets to Meet and Greet with the artists at the Opening Night Reception.
- » Dedicated account manager and a full evaluation report post festival.
- » Association with a high-profile festival that will attract nationwide publicity.

SPONSOR AN ARTIST £1-5K* INVESTMENT

Overall investment will be dependant on selected artist and scale of wall/ installation. For a full list of artists and walls, please get in touch.

Benefits to include:

- » Maximum one per artist.
- » Prominent branded signage around the artist wall/installation.
- » Your logo and company tagged in all social media posts relating to your selected artist.
- » Your company mentioned alongside your selected artist in the Festival Guide, which has a 20,000 print run.
- » Your Logo on the festival website www.southendcityjam.co.uk and on your selected artist webpage.
- » Association with a high-profile festival that will attract nationwide publicity.

CITY JAM FAN £500* INVESTMENT

Benefits to include:

- » Your logo included in the Festival Supporters section of the Festival Guide, which has a 50,000 print run.
- » Your Logo on the festival website www.southendcityjam.co.uk.
- » Association with a high-profile festival that will attract nationwide publicity.

DONATE A WALL FREE

If you have an easily accessible wall you're happy to get transformed by one of our incredible artists then get in touch.

Benefits to include:

- » Your Logo on the festival website www.southendcityjam.co.uk.
- » Association with a high-profile festival that will attract nationwide publicity.

*Our sponsorship packages can be tailored to suit your needs or budget.

SOUTHEND
CITYJAM 2025



GET IN TOUCH

Our sponsorship packages can be tailored to suit your needs or budget.

To discuss your options email
culture&tourism@southend.gov.uk

southendcityjam.co.uk