



PLYMOUTH
CITY CENTRE
COMPANY

Plymouth
Britain's Ocean City

The Return of Wimbledon on the Big Screen

We are hugely excited to be bringing back the Wimbledon Championships to a big screen in Plymouth's city centre. The big screen will be in our prime location - the Piazza, Armada Way and will show the full tournament from **Monday 30 June through to Sunday 13 July 2025**.

Visitors will be able to enjoy traditional Wimbledon themed food and drink, whilst sitting back in one of the 200 deckchairs, soaking up the atmosphere and watching the thrills of world-class tennis. Plans are also being made for some additional sporting activities for visitors to have a go at.

Marketing

The Wimbledon activity will be supported by both digital and print marketing, including: full listing on [Visit Plymouth](https://www.visitplymouth.com) website, social media campaign, banners, e'newsletters, digital advertisements across the city

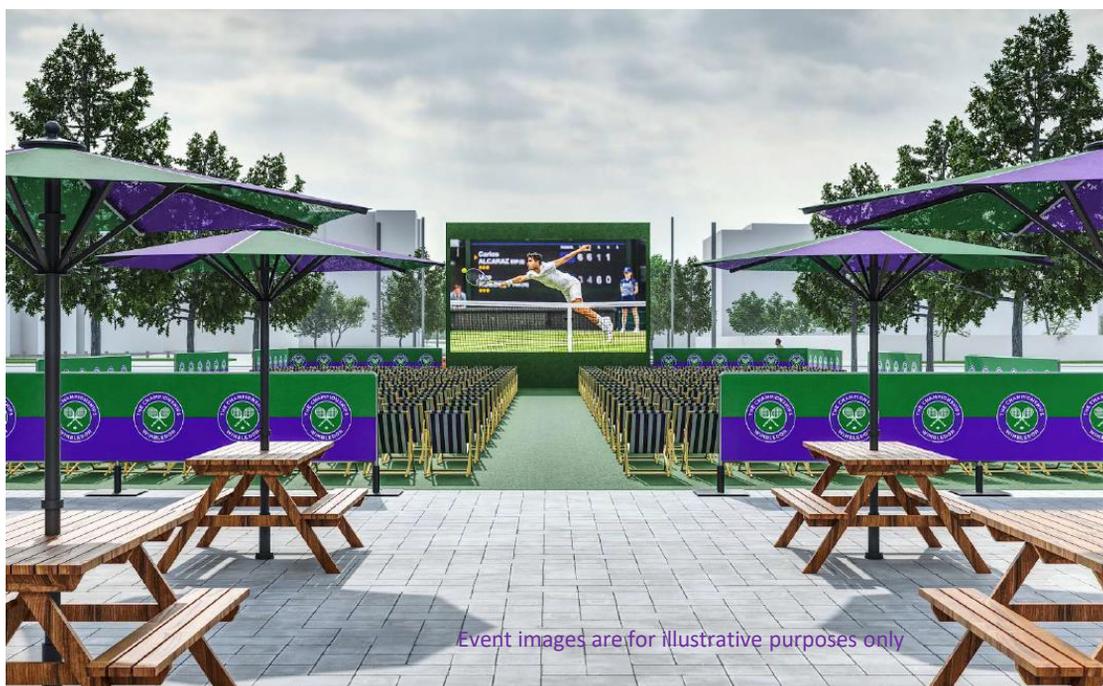
This event is the perfect platform to showcase your business and make direct sales from the trader opportunities, right in the heart of the city centre.

Target audience:

- Local residents
- Visitors
- Visiting friends and relatives
- Tennis and sports clubs
- Shoppers

Footfall figures:

Footfall figures for this area in June – July are 100,000 weekly. An increase of 10-15% is expected for the Wimbledon event (weather dependent).



Event images are for illustrative purposes only



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Sponsorship and Pitches

We offer a range of sponsorship and pitch opportunities for the two weeks. This is a great event to showcase your business in a prime location, to visitors and local residents.

We have many sponsorship, advertising and high-quality food and drink trader pitches available. Whether it's to promote brand awareness or direct sales, this is a great platform to showcase your business.

Each sponsorship package will be tailored to best meet your business needs.

Sponsorship Packages from £2000 to £4000+VAT

Sponsors will benefit from:

- Activation pitch within the event space
- Opportunity to brand your area
- Logo and link on the event page of the [Visit Plymouth](#) website
- Inclusion in PR and e'newsletters
- Pre-post and during social media
- Advertisement on the LED big screen
- Promotional banners

Food & Drink Trader Pitches from £850

Traders will benefit from:

- Trader pitch within the event space for two weeks
- Logo and link on the event page of the [Visit Plymouth](#) website
- Pre-post and during social media
- Logo on a trader's digital slide on the big screen



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If this is of interest, please get in touch:

Holly Reynolds, Marketing & Events Manager, Plymouth City Centre Company
Email: holly.reynolds@citycentrebid.co.uk or mobile: +44 7833048705

Advertising Opportunities

We are offering advertising opportunities for the whole two weeks of this event:

Digital - Advertise on the LED big screen. We will show advertisements, both static and video, before matches between 9am to 11am across the two weeks.

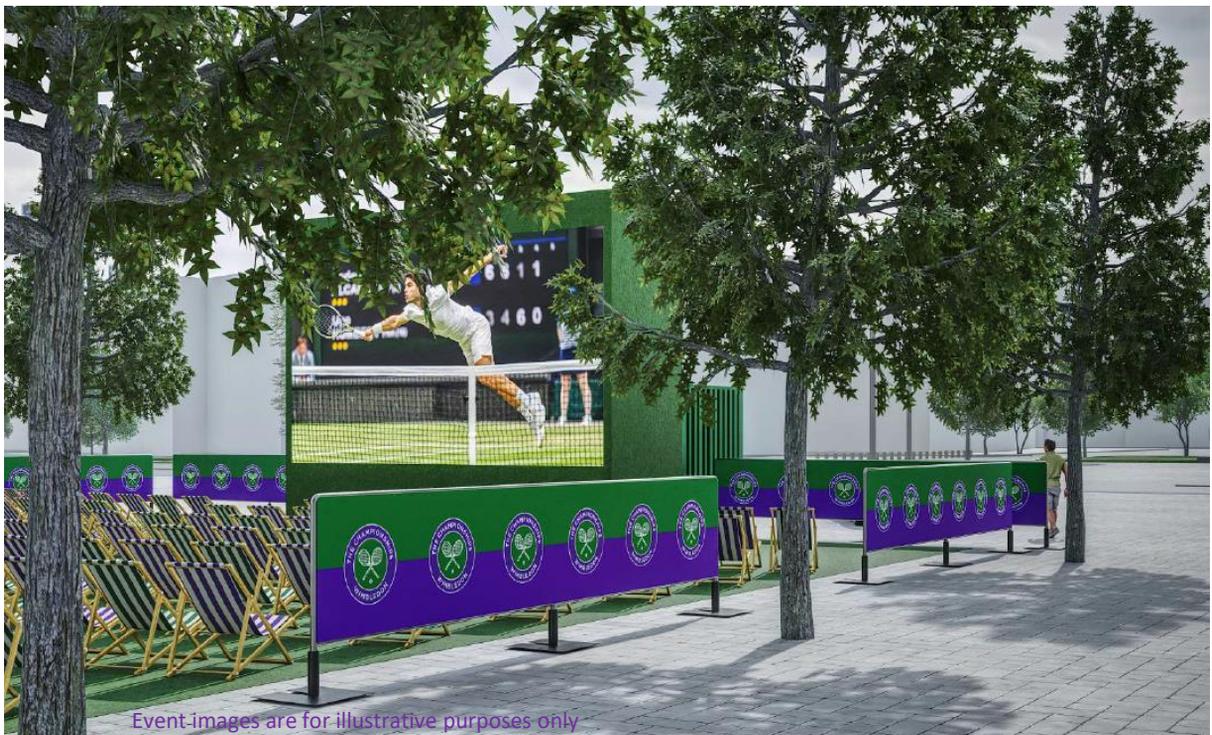
Banners - Advertise on the surrounding banners located to the sides and rear of the audience seating area, both inward and outward facing, across the two weeks.

LED big screen advertisements:

- £400+VAT Static slide shown on rotation
- £600+VAT 30s video shown on rotation
- Artwork to be supplied.

Banner advertisements:

- £400+VAT – Two 6m x 1m banners – inward and outward facing.
- Price includes print and installation.
- Artwork to be supplied.



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Highlights from the Wimbledon Screening 2017



About Plymouth

Plymouth is the largest port city on the south west peninsula with a resident population of **267,000** and over **100,000** in the travel to work area



The city hosted **36 individual events** in 2024



566,600 people attended city events in 2024



Over **5,000,000** visitors come to Plymouth annually



Spending over **£347 million**



Three award-winning universities with over **18,500** students



Plymouth boasts the second highest number of **Gold Anchor marinas** anywhere in the UK, offering some of the best berthing facilities in the country



Plymouth is one of the greenest cities in the UK, with **40 per cent** of the city being green space



Plymouth is home to the UK's first National Marine Park

