

EVENTS SPONSORSHIP OPPORTUNITIES 2026

Strengthening connections between
local businesses and people



EVENTS CALENDAR

Armed Forces Day

7



- 📅 June
- 📍 Southsea Common
- 👥 Attendance 15,000

Southsea Food Festival

8



- 📅 July
- 📍 Southsea town centre
- 👥 Attendance 63,000

Kite Festival

9



- 📅 Date TBC
- 📍 Southsea Common
- 👥 Attendance 25,000

Live at the Bandstand

10



- 📅 May - August
- 📍 Around the city
- 👥 Attendance 10,000

Fireworks

11



- 📅 November
- 📍 Location TBC
- 👥 Attendance 12,000

Christmas light switch ons

12



- 📅 November
- 📍 Three city locations
- 👥 Attendance 9,000

Sponsor a lion for Portsmouth100



Get behind the centenary celebrations in 2026 by sponsoring one of our lion sculptures, each uniquely designed by talented local artists.

See our sponsorship pack at prideofportsmouth.co.uk for more detail.

FOREWORD

We are excited to launch our 2026 events programme, coinciding with our big Portsmouth100 centenary celebrations bringing huge attention to our wonderful city.

Our diverse range of community events celebrate Portsmouth's rich history and identity, its people and the businesses that operate here.

Our event sponsors are a major part of that success, helping us to put on an increasingly bigger programme of free events, attracting tens of thousands of visitors from inside and outside the local area.

Sponsorship is not just about giving back and showing you care - it provides great commercial opportunities for your business too.

Through face-to-face engagement and sales with your target audience at our events, and promoting your company's involvement in our digital, print and outdoor promotional marketing activity, you'll get thousands of opportunities for people to see and hear about your brand.

We champion businesses who share our passion for giving residents experiences they'll remember. Each event is a chance to strengthen connections with the people you want to talk to.

As council leader, I'm proud to hold the portfolio for Culture, Regeneration and Economic Development.

Putting on a successful events programme helps us create experiences people remember, supports their happiness and wellbeing, and is a huge boost to local business and our economy.

We understand the financial restraints many businesses face, and we can work with you to create a package that maximises your budget. Why not speak to our friendly events team for an informal initial chat, and together we can make our city's centenary year truly memorable.



Cllr Steve Pitt

***Council leader with
responsibility for Culture,
Leisure and Economic
Development,
Portsmouth City Council***



You can request this information in large print, Braille, audio or in another language by calling 023 9260 6076

SPONSORSHIP OPPORTUNITIES

Headline sponsorship

Brand activation space

Public engagement activity

Website and social media promotion

Digital e-newsletter promotion

Printed magazine opportunities

Big screen advertising

Poster and outdoor advertising

Banner event placements

And much more

We can tailor sponsorship packages and promotions to suit every budget. Directly engage with thousands of potential customers at our events and/or through our wide range of digital promotion platforms. Get in touch so we can work together on the ideal plan to promote your business.



REACHING BIG AUDIENCES

Our marketing created over 5 million opportunities for people to see and hear about our 2025 events programme



2025 by numbers

Social media

- Total audience of over **150,000** across all social media
- Event posts reach for 2025 was over **1.6million**

Event e-marketing

21,594 email subscribers

Flagship magazine

Delivered to **279,000** households

Media

Estimated reach of over **2.1 million**

Website

Event **page views of 145,407** across the city council and Visit Portsmouth websites

Event audience

Our 2025 events attracted an estimated **130,000 visitors**

Kite enthusiasts head for heights as festival returns



by Toby Paine

The 2025 annual Portsmouth International Kite Festival will start next weekend, promising a weekend of spectacular kite flying.

“We are planning another festival with kite fliers from all parts of the UK, and we are looking forward to welcoming them to the city,” said Toby Paine, Portsmouth City Council’s Executive Director of Culture and Leisure.

The festival will feature a variety of kite flying activities, including kite surfing, kite buggying, and kite flying for children. The festival will also feature a variety of other activities, including live music, food and drink, and a variety of other activities.



Kite fliers are expected to bring a large crowd to the festival, which will be held in the city of Portsmouth.

Business update

News for businesses in Portsmouth

21 August 2025

Southsea Food Festival generates £1.5M for local economy



Southsea Food Festival 2025 has delivered an economic win for Portsmouth, generating an impressive £1.52 million for the local economy, according to an independent impact study by local research company Evosa.



Saluting our forces

Portsmouth's Armed Forces Day celebration is a day of pride and celebration for the city's armed forces community. The day will feature a variety of activities, including live music, food and drink, and a variety of other activities.



Join us for Armed Forces Day

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LET'S TALK!

Considering how sponsorship can help your business?

Contact **carol.clark2@portsmouthcc.gov.uk** to discuss the right package for you aligned with your business objectives.

For Southsea Food Festival, Portsmouth 100 and Christmas Light Switch On events, please contact: **danielle.eberhardt@portsmouthcc.gov.uk**



ARMED FORCES DAY

Date

20 June 2026

Location

Southsea Common

Attendance

Approx 15,000 visitors

Description

A huge annual celebration of Portsmouth's armed forces community and history, bringing thousands of people together to enjoy a full programme of events, from parades, music and military displays.

Audience

Veterans, armed forces personnel, cadets, families, residents and military enthusiasts

Sponsorship opportunities

- Headline sponsor
- Supporting sponsor
- Activity sponsor
- Brand activation space
- Stage sponsor
- Digital and printed promotion



SOUTHSEA FOOD FESTIVAL

Date

4-5 July 2026

Location

Southsea town centre

Attendance

Approx 63,000 visitors over the weekend

Description

The largest free food festival in the area, with over 80 unique food stalls from some of the best local food and drink producers. Kitchen stage with live demonstrations from local chefs. Music stage and family entertainments makes this the ultimate foodie event.

Audience

Families, couples, adults and those with an interest in food and drink

Sponsorship opportunities

- Headline sponsor
- Supporting sponsors
- Outdoor kitchen
- Brand activation space
- Music stage sponsor
- Digital and printed promotion
- Kitchen stage sponsor
- Family area sponsor



Photos: Solent Sky Services



PORTSMOUTH KITE FESTIVAL

Date

Date TBC

Location

Southsea Common

Attendance

Approx 25,000 over weekend

Description

One of the most popular events in the calendar, featuring wonderful and colourful aerial displays by top teams and individuals which attracts people from far and wide. Kites of all shapes and sizes create a real spectacle, with free craft workshops.

Audience

Families, draws from a wide catchment area

Sponsorship opportunities

- Headline sponsor
- Supporting sponsor
- Activity sponsor
- Brand activation space
- Stage sponsor
- Digital promotion



Photos: Solent Sky Services



LIVE AT THE BANDSTAND

Date

Weekends in May to August

Location

Bandstand field and locations around the city

Attendance

10,000 visitors throughout the summer

Description

Our series of free live weekend music performances cover a variety of genres, attracting visitors from surrounding areas bringing picnics. This year will feature performances at the much-loved Southsea bandstand site and on tour across the city.

Audience

Adults and families with young children

Sponsorship opportunities

- Sponsorship of individual weekend or series
- Banner placements
- Stage sponsorship
- Social media presence on highly engaged Live at the Bandstand Facebook page
- Space for brand activation



FIREWORKS



Date

3 November 2026



Location

TBC



Attendance

Approx 12,000



Description

Our annual firework display brings the community out in force, along with outside visitors. There's stalls, food and entertainment to entertain all ages before the skies are illuminated.



Audience

Families, teenagers, couples and the retired



Sponsorship opportunities

- Headline sponsor
- Supporting sponsor
- Activity sponsor
- Brand activation space
- Stage sponsor
- Digital promotion



CHRISTMAS LIGHTS SWITCH ON PARTIES



Date

November across three evenings



Location

Palmerston Road, Cosham High Street and Commercial Road



Attendance

9,000



Description

The countdown to Christmas officially begins with three dazzling high street Christmas lights parties in the city's key high street locations. These family events centre around a stage with performances from Portsmouth's panto and Christmas show stars.



Sponsorship opportunities

- Headline sponsor
- Brand activation space
- Digital promotion

OTHER EVENTS

Talk to us about sponsorship for our other events including our annual schools Christmas Carol Service and our 60+ Festival. Or whether a gift in kind opportunity might work for you.

Get in touch for an informal chat!