

# Notting Hill Carnival

## 23rd – 25th August 2025

It's changed, have you?

**The Biggest Free event in the UK and Europe**

2.5 Million Visitors each year

**Audience Make up:**

Age 17 - 44: 70%

Female: 56%

Male: 44%

International Visitors: 17%

London and UK Visitors: 73%

First time visitors: 36%

Returning visitors: 56%

**Value to the economy:**

£400 Million Annually

**Key Audience attributes:**

Open Minded

Diverse

Creative

Culturally Aware

Artistic

Engaged / Engaging

Influential

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# Unashamedly Loud, Colourful and Vibrant.

## 1966

**The first Notting Hill Carnival**

Celebrating Caribbean culture, bringing together the community,  
embracing diversity and inclusiveness

## 2025

**A Global Event. In the heart of London.**

From the Caribbean to the streets of London, embraced by the UK and the  
rest of the world, STILL breaking down barriers, bringing people together,  
inspirational and fun.

## 10X Your impact

**Notting Hill Carnival is 10 X bigger than any other  
festival or outdoor event in the UK**

It's bold, complex to pull off and all-encompassing, making it a source of  
immense pride and investment.

Why else would over 2 million people return year after year, driving £400  
million straight into the heart of the community?

## Part of the Solution

**Create brand loyalty lasting decades and be rewarded  
for your inclusiveness**

If you've been to Carnival, you can feel its history and purpose.

If you haven't, Carnival reminds us that the effort is worth it, the  
achievement is real and that community can be both local and global.

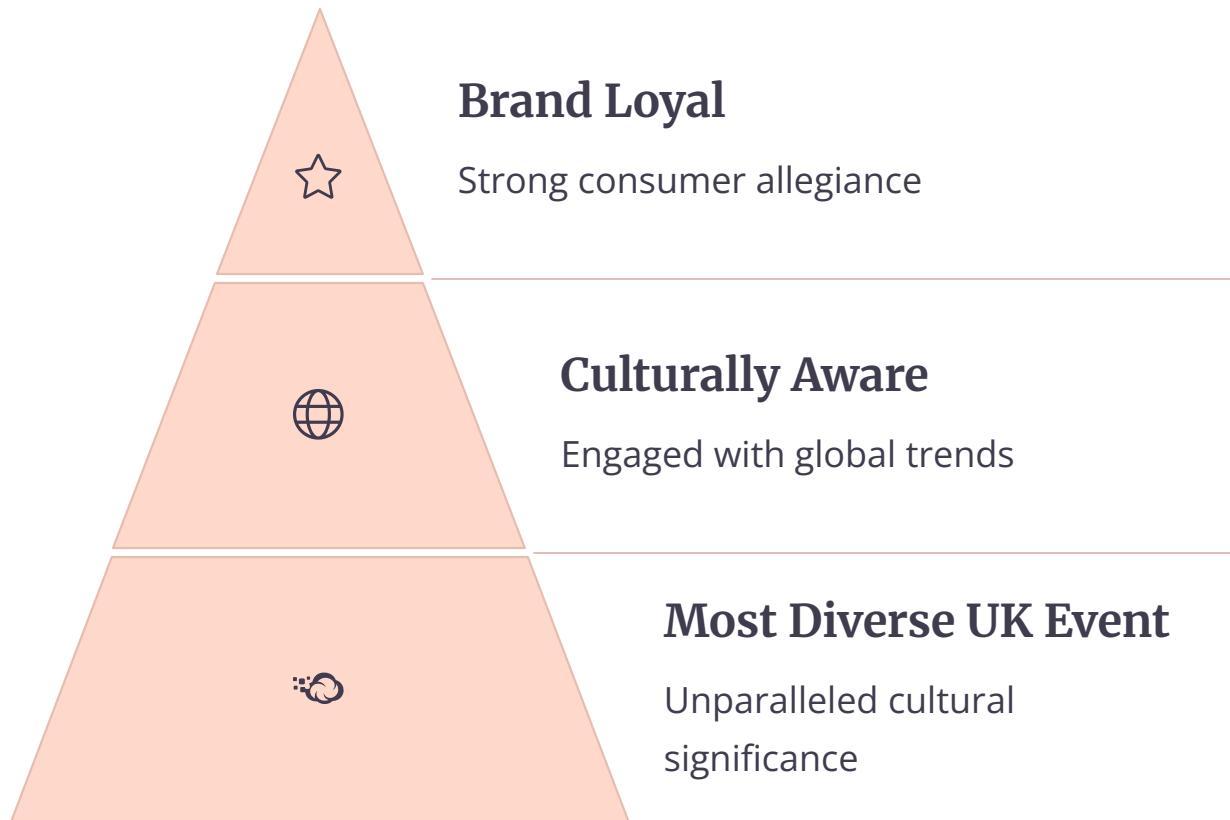
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# Impact



Connect with an audience that values authenticity.

Your brand becomes part of the cultural conversation.

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# Engagement Opportunity



## 5 Giant LED Screens

Strategically located around the Carnival route



## Dynamic Content

Event information, interviews, and carnival highlights



## Maximum Visibility

Positioned at key gathering points for optimal viewership



## Captive Audience

Engaged viewers throughout the three-day event

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# Outdoor Media / LED Screens:

Locations: Please see Map below.

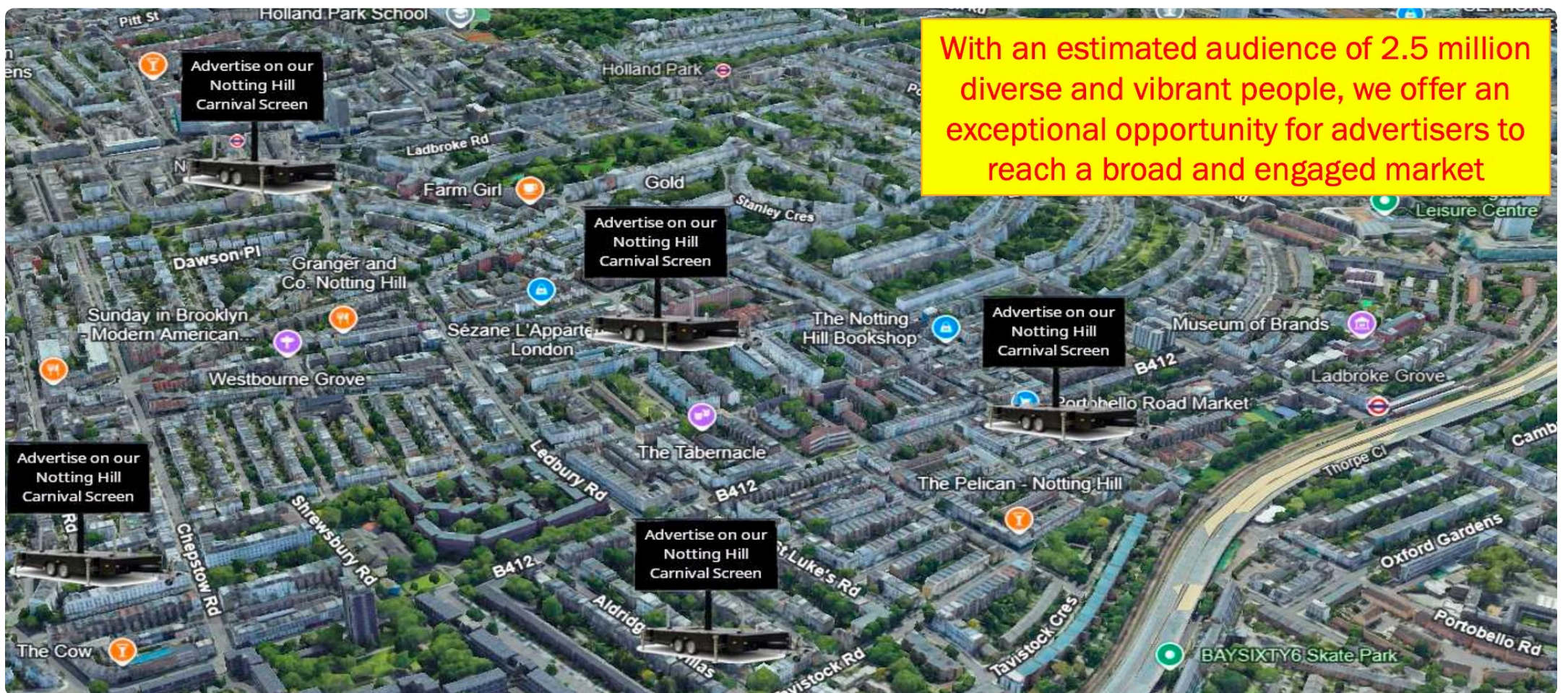
Operating Times: 8.00am to 18.00pm

Type: Giant Outdoor LED

Size: Approx 15sqm each



## Locations

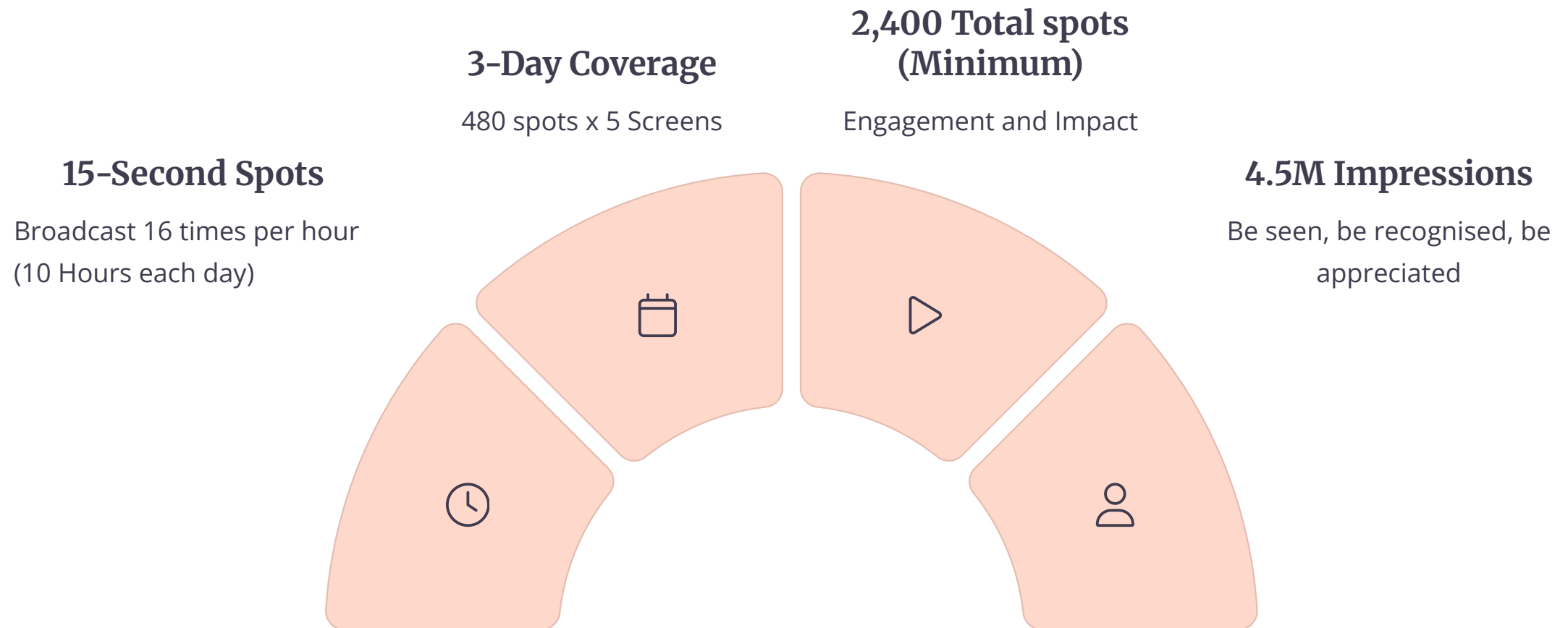


**COST: £ 9,950 (Plus VAT)**

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# Advertising / Broadcast Impact Package



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**We look forward to  
working with you.**

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