



Executive Summary: Sponsorship Opportunities with Better Bankside

**Better Bankside is a Business Improvement District
Its job is to make Bankside a thriving place to work, live and visit**



Introduction

A non-profit company limited by guarantee run by and for its members, Better Bankside was the 3rd Business Improvement District (BID) in the UK, an independent business-owned and led company seeking to improve a given location for commercial activity

Better Bankside's members are the 480+ companies in the BID area who pay its annual levy

Better Bankside provides a variety of services to its members and promotes the area and local attractions

Some Visitor Figures

Bankside: 25 million+ visitors pa

Tate Modern: 5 million+ visitors pa

Shakespeare's Globe: 1 million + visitors pa

Borough Market: 1 million + visitors pa

Employees in Bankside: 60,000

Residents in Bankside: 6,000

Extending from Blackfriars Bridge to London Bridge on the south side of the Thames, members include Tate Modern, Shakespeare's Globe, Vinopolis, Borough Market, The Financial Times, Royal Bank of Scotland, IPC Media and Allies and Morrison.

Opportunities

Initiatives available for sponsorship

Bankside Urban Forest, district-wide street improvement project

Merge Festival, arts festival in association with Tate Modern and Illuminate Productions

Info Bikes, summer initiative information bikes along the Riverside

Bastille Day, a celebration of the French Independence Day across the area and Borough Market

Events Academy, work experience programme for local Bankside young people

One Big Summer guide, 100,000+ distributed across the area each summer

Breakfast business meetings

Bike related events

Apps and social media

Benefits

Area wide opportunities for branding

Marketing campaigns

Association with high profile arts festival

Experiential space at key times

Extensive social media campaign

Online presence

Branding on newsletters and opportunity for mailing to the database

Volunteering

Employee engagement

Private events at key venues



MERGE FESTIVAL

ART, MUSIC &
PERFORMANCE
ON BANKSIDE



“The best things to do in London, Celebrate Bankside during Merge Festival” - The Telegraph

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Better Bankside