

# LONDON FESTIVAL OF ARCHITECTURE



## London Festival of Architecture Sponsorship Proposal 2017 for Royal Docks

The London Festival of Architecture (LFA), now in its 13th year, is London's most important and prestigious architectural event, promoting London's position as the global hub of architectural practice, teaching and debate. Supported by the Mayor of London and all major cultural and architectural institutions the festival offers its supporters and partners a unique opportunity to be a key part of the most preeminent architectural programme.

### Background to the LFA

The London Festival of Architecture was created in 2004 to celebrate and promote the global contribution of London as the world's architectural hub. We are incredibly proud of our city and its contribution to leading world architecture. With over 13,600 registered architects, 10 Schools of Architecture, world leading design focused cultural institutions and countless new developments of all scales, London is justified in its claim to be the world's centre for architecture. Taking place throughout June, the annual festival provokes questions about the contemporary and future life of the city, and promotes positive change to its public realm. In 2016 we had 356 events across 23 London Boroughs with over 50,000 visitors.

## The mission of the Festival

The London Festival of Architecture (LFA) exists to promote the social and economic value of architecture using London as our showcase. The LFA creates incredible opportunities for architects, developers and the public to come together and discuss the future of the built environment. We believe that in celebrating the global contribution of London and its architects to the development of buildings and city design we have created a universally recognised showcase of the power of architecture to change lives for the better.

We do this by being;

- Leading – the event to experience the practice of world leading architecture
- Connected – sparking collaboration, learning and innovation amongst those at the forefront of architecture
- Influential – educating and empowering people to make the built environment a better place
- Inclusive – enabling everyone to appreciate the role architecture has in improving lives

## Involvement in London:

The LFA has an exceptional network across the architectural sector. 2016 saw the participation of 67 architectural practices in the Open Studios programme in four hubs in north, south, east and west London. While 53 Partner organisations including the V&A, ICA and Serpentine Gallery participated holding talks, exhibitions and tours across the city. In addition there were 123 Associated Projects organised by a mix of community groups, students and independent curators. It is this diverse community that enables the LFA to have such a wide reach across numerous platforms.

In 2016 the total audience that the London Festival of Architecture as a whole reached was 8,625,000. On twitter the Festival was mentioned 13,000 times, with a potential reach of just under 2,000,000 between the programme launch in May and the end of August.

## Theme for 2017: Memory

London is a city of myriad layers, each infused with memory: of people, buildings, places and experiences. London's built environment, with memories bound up within it, is fundamental to how people experience the city, and the starting point from which architects, developers and communities can address change.

London's built memories are never far from its present – living on in old place names, the City of London's medieval street pattern, or London's rich architectural heritage. Memory is fundamental to a sense of place: something that communities cherish in the face of change, and a tool for architects and developers as they achieve change and place further layers of activity and memory on top of all the others

## 2017 Sponsorship Opportunities:

Principal Sponsor

£30,000 +VAT

SUPPORTED BY  
**MAYOR OF LONDON**

Principal sponsors alongside Mayor of London for 2017 to align with the theme of 'Memory'.

- ✎ Bespoke programme support from LFA Team
  - Curatorial support from LFA Team and Director
  - Access to additional programming through official LFA Call for Entries
  - Close collaboration on media strategy
  - PR Reports capturing feedback, audience numbers and narrative of media strategy
  - LFA branded events to include and appeal local community
  - Support for local community to curate their own LFA events
- ✎ Branding on all marketing and promotional material related to the area including
  - Monthly newsletter to 12,000
  - London Festival of Architecture website
  - London Festival of Architecture Opening Party and VIP Dinner
  - On all relevant press releases
  - On relevant stories in LFA monthly newsletter
- ✎ Promotion
  - Public credit for major sponsorship support at keynote speeches, press and public launches
  - Speaking opportunities for key leaders
  - Through London Festival of Architecture social media
  - Through enhanced promotion of sponsors own events
  - Through supporter section of London Festival of Architecture website
  - Opportunity to distribute promotional material at Open Studio events
  - Promotion of events to local community
- ✎ Networking
  - 20 tickets to the Opening Party for employees and guests
  - 4 Tickets to the VIP Dinner for key stakeholders
  - LFA to facilitate VIP tickets to events delivered by key Partner institutions where possible
  - Tickets to LFA run events
- ✎ Project Management
  - Project management of an ideas completion on a GLA/LBN site(s)
  - Collaborate with GLA/LBN on the brief
  - Promote the competition through LFA channels
  - Co-ordinate the judging panel
  - Manage the judging process
  - Manage the media promotion in collaboration with GLA/LBN

- ✎ Be part of the LFA memory trail
- Work with the LFA and local community to uncover memories within the area
  - Placement of LFA memory plaques on the location of these memories
  - Trail of memories aimed at public audience publicised through unique media campaign
  - Social media campaign with Instagram and Twitter to engage local community