



**LONG WALK LIVE**

A Festival of Music near Windsor Castle



# Long Walk Live

A New Musical Celebration by Windsor Festival

# Sponsorship Pack 2026

Brought to you by Windsor Festival



Windsor Festival

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**Windsor Festival is a registered charity that has been enriching the cultural life of Windsor and the surrounding area since 1969, delivering high-quality performances, concerts, and events that celebrate music, literature, and the arts. Rooted in heritage and community, the Festival nurtures creativity, supports emerging talent, and brings people together through shared cultural experiences.**

Windsor Festival invites you to be part of a brand-new and exciting live music event set against the iconic backdrop of Windsor's Long Walk. Long Walk Live will be a two-day community music festival that blends grassroots creativity with show-stopping performances to offer a unique cultural experience.

Scheduled for Friday 26th and Saturday 27<sup>th</sup> June 2026, the event is designed to bring people together through music, food, and shared celebration, while raising funds to support the work of Windsor Festival and its mission to make the arts more accessible for everyone.

This document outlines the aims and ambitions for the event, and the sponsorship opportunities available. We are looking for businesses, individuals, and organisations who want to align with a professionally produced, high-quality event that champions local talent, community cohesion, and cultural impact.





# LONG WALK LIVE Event Details



## Iconic Location

The Long Walk,  
Windsor  
(School Field)

JUNE						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## Dates

Friday 26th &  
Saturday 27<sup>th</sup> June 2026



## Attendance

Aim to attract 5,000  
visitors each day



## Activities

The event will feature an exciting mix of local bands and top-tier tribute acts, creating an uplifting and inclusive festival atmosphere. One of the standout moments will be a special performance by our mass community and schools choirs, uniting over 500 adults and children in a joyful medley that celebrates the power of music and togetherness.

Beyond the music, Long Walk Live will offer something for everyone – from delicious food stalls featuring local vendors and a lively kids activity zone, to the Stand Out for Autism Sensory Bus, ensuring the event is accessible to all. Refreshments will be flowing with several bars on site, including a craft beer bar.

**Long Walk Live is set to be a highlight in Windsor's cultural calendar.**

# Why we need you

Long Walk Live is envisioned as a vibrant, inclusive celebration of music, culture, and community. Set against the iconic backdrop of Windsor's Long Walk, the event aims to bring together residents, visitors, performers, and local organisations in a shared spirit of togetherness. However, staging a high-quality event of this scale involves significant investment, with estimated costs in excess of £100,000 in its inaugural year.

Your sponsorship will:

- Ensure the event remains affordable and accessible, with a low entry fee to welcome people from all backgrounds.
- Help us support over 500 local children and adults taking part in our community and school choirs.
- Provide a platform for local bands, artists, and businesses to showcase their work and connect with new audiences.
- Enable us to deliver a safe, inclusive, and family-friendly environment, with features such as a dedicated kids zone and a sensory bus for neurodivergent visitors.

Just as importantly, Long Walk Live will raise vital funds to support Windsor Festival's charitable work. As a registered charity, Windsor Festival is committed to enriching the cultural life of Windsor and the surrounding area through outstanding performances, concerts, and events that celebrate music, literature, heritage, and the arts. The Festival supports young and emerging talent, engages local schools and communities, and makes the arts accessible to all.

By supporting this event, you will be directly helping us continue this mission – from commissioning new work and hosting world-class artists, to running outreach projects and education programmes that inspire the next generation.

Beyond the financials, sponsoring Long Walk Live is a meaningful way to invest in Windsor's community spirit. Events like this create cherished shared experiences, foster local pride, and promote wellbeing through connection, music, and celebration.

It is also a valuable economic opportunity for local vendors and independent traders, who benefit from increased footfall and visibility across the two-day event. By working with local talent – from tribute acts to grassroots performers – we are actively nurturing the region's creative and cultural life.

By becoming a sponsor, you will not only be helping to make Long Walk Live 2026 a success – you'll be contributing to the foundation of an annual event that will continue to bring Windsor together for years to come.



# Opportunities for you!



Lets Get  
Started

# Sponsorship Packages

We offer multiple sponsorship tiers, allowing businesses and Foundations of all sizes to get involved:

Sponsorship Level	Cost	Number Available	Benefits
Platinum Partner	£10,000	2	<ul style="list-style-type: none"><li>• <b>Event branding:</b> Your company's logo on all event signage, banners, and marketing materials</li><li>• <b>Main Stage Naming Rights:</b> "[Your Company Name] Main Stage"</li><li>• <b>Announcement on stage</b> throughout the weekend</li><li>• <b>Social Media Promotion:</b> Featured across all Long Walk Live platforms</li><li>• <b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li><li>• <b>Prime Exhibition Space</b> at the event</li></ul>
Gold Partner	£5,000	3	<ul style="list-style-type: none"><li>• Opportunity for <b>banner advertising on the fencing at the event entrance</b></li><li>• <b>Social Media Promotion:</b> Featured across all Long Walk Live platforms</li><li>• <b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li><li>• <b>Logo placement</b> on the event website and marketing materials</li><li>• <b>Exhibition Space</b> at the event</li></ul>

# Sponsorship Packages

Sponsorship Level	Cost	Number Available	Benefits
Friday Headline Act Partner	£3,000	1	<ul style="list-style-type: none"><li>• Opportunity for <b>banner advertising on the main stage during the headline act performance</b></li><li>• <b>Announcement on stage</b> before the headline act</li><li>• <b>Social Media Promotion:</b> Featured across all Long Walk Live platforms</li><li>• <b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li><li>• <b>Logo placement</b> on the event website and marketing materials</li><li>• <b>Exhibition Space</b> at the event</li></ul>
Saturday Headline Act Partner	£3,000	1	<ul style="list-style-type: none"><li>• Opportunity for <b>banner advertising on the main stage during the headline act performance</b></li><li>• <b>Announcement on stage</b> before the headline act</li><li>• <b>Social Media Promotion:</b> Featured across all Long Walk Live platforms</li><li>• <b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li><li>• <b>Logo placement</b> on the event website and marketing materials</li><li>• <b>Exhibition Space</b> at the event</li></ul>



# Sponsorship Packages

Sponsorship Level	Cost	Number Available	Benefits
Community Partner	£1,000	5	<ul style="list-style-type: none"> <li>• <b>Social Media Promotion:</b> Featured across all Long Walk Live platforms</li> <li>• <b>Exclusive Media Coverage:</b> Mention in press releases and media outreach</li> <li>• Opportunities to display banners at the event</li> <li>• <b>Logo placement</b> on the event website and marketing materials</li> </ul>
Choirs Partner	£1,000	10	<ul style="list-style-type: none"> <li>• <b>Social Media Mentions:</b> Featured across all Long Walk Live platforms</li> <li>• <b>Media Coverage:</b> Mention in press releases and media outreach specific to community and school choirs programming</li> <li>• Opportunities to <b>display banners</b> at the event</li> <li>• <b>Logo placement</b> on the event website and marketing materials</li> </ul>
Community Sponsor	£500	15	<ul style="list-style-type: none"> <li>• <b>Logo placement</b> on the event website</li> <li>• <b>Social Media Mentions</b></li> </ul>
Entry Level Partner	£250	20	<ul style="list-style-type: none"> <li>• Name listed on the <b>event website</b></li> <li>• <b>Social Media Mentions</b></li> </ul>

## In-Kind Sponsorship

If your business can provide products, services, or discounts to help us deliver the event (e.g. printing, logistics, giveaways, soft drinks, snacks), we welcome in-kind sponsorships in exchange for brand visibility.

# LONG WALK LIVE

## Long-Term Vision

Long Walk Live aims to become a **flagship event for Windsor**, growing in both scale and reputation with each passing year. Sponsors will have the unique opportunity to extend their involvement across multiple Windsor Festival events, including renowned cultural celebrations such as the Festival Concerts and Literary programme. This will enable brands to reach a wide and diverse audience, engaging with both the local community and visitors from across the region.

Our long-term vision is to establish Long Walk Live as **an annual tradition** that continues to **bring the community together in celebration**. With increasing support from the business community, we aim to expand the event's capacity and enhance its programming year on year, solidifying Windsor Festival's place as a cornerstone of the town's cultural calendar.

[www.liveonthelongwalk.co.uk](http://www.liveonthelongwalk.co.uk)



# Get Involved

Partnering with Long Walk Live and Windsor Festival is an excellent opportunity to **enhance your brand visibility, support the local community, and engage with thousands of potential customers.**

Be part of something extraordinary. Partner with Long Walk Live and demonstrate your commitment to arts, culture, and community in one of the UK's most iconic locations.

For more details and to book your sponsorship package, please contact the team on the details below:



07876 341334



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