

London's new  
creative destination



Working together

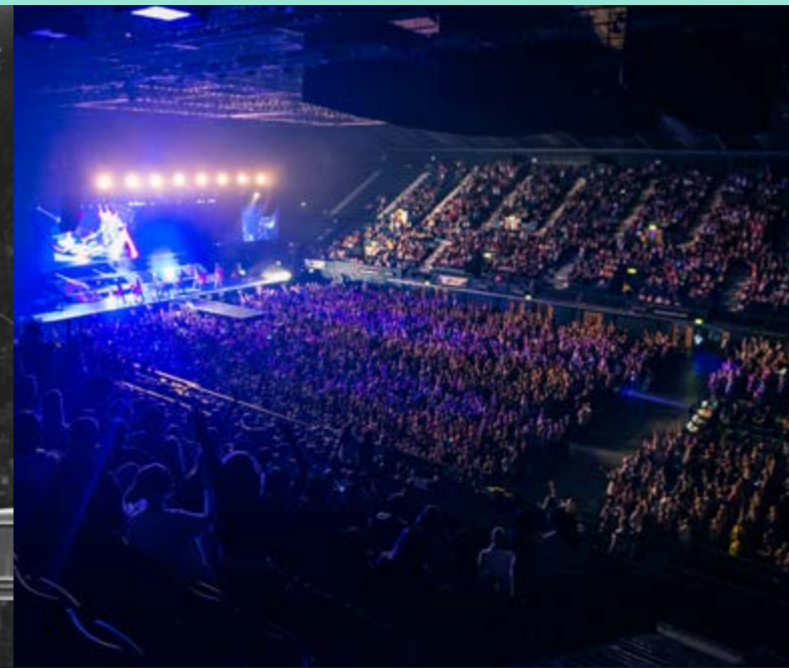
Wembley  
Park





# The venue of legends

Watch the movie

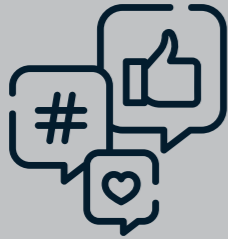




# Why Wembley Park works

- 1** **Iconic Global Entertainment Hub**  
Considered by many as the most iconic live sporting and music destination having hosted many world-famous events including two Olympic Games and Live Aid.
- 2** **The Spiritual Home of Football**  
Since hosting the 1966 World Cup final, the stadium has become the symbol of football, representing the spirit and history of the game, and will host UEFA Euro 2021 semi-finals and final.
- 3** **Captivating Branding Opportunities**  
Live entertainment on a grand scale. Action-packed events week after week attract over 16.4 million visitors a year, offering unrivalled branding and outdoor events activation.
- 4** **Freedom to Grow**  
The estate offers the flexibility to expand and grow into extra or new bespoke space to meet any business and technology requirements.
- 5** **Future-proofed**  
Versatility to scale-up to larger iconic [800 to 90,000 seater] venues, supported by our own fibre optic infrastructure.
- 6** **The Dynamic Community**  
Holistic campus in one single ownership provides you with invaluable access to 'The community' with thousands of rental homes for employees, 5 hotels, a 7-acre park, London Designer Outlet comprising 70 outlet shops, restaurants and coffee shops, BoxPark, Troubadour Wembley Park Theatre and 9-screen Cineworld.
- 7** **The West London Entertainment Ecosystem**  
Exciting cluster of start-ups, technology companies, studios, digital producers and international broadcasters from Disney to Discovery, all spurred on by a well-educated local talent pool and proximity to Heathrow - the world's second busiest airport. West London is the centre of innovation.
- 8** **Retail for everyone**  
With over seven million visitors a year, London Designer Outlet is the capital's first fashion and lifestyle outlet centre. In addition to this, we've independent retail operators and outdoor markets on the estate too.

# Wembley Park in numbers



50k+ followers across social media platforms



16.4m footfall



144k+ event registrations a year on Eventbrite



7 million shopping visitors a year



Over 150 events held each year



Over 40 food and beverage retailers



13,000 residents and jobs at Wembley Park

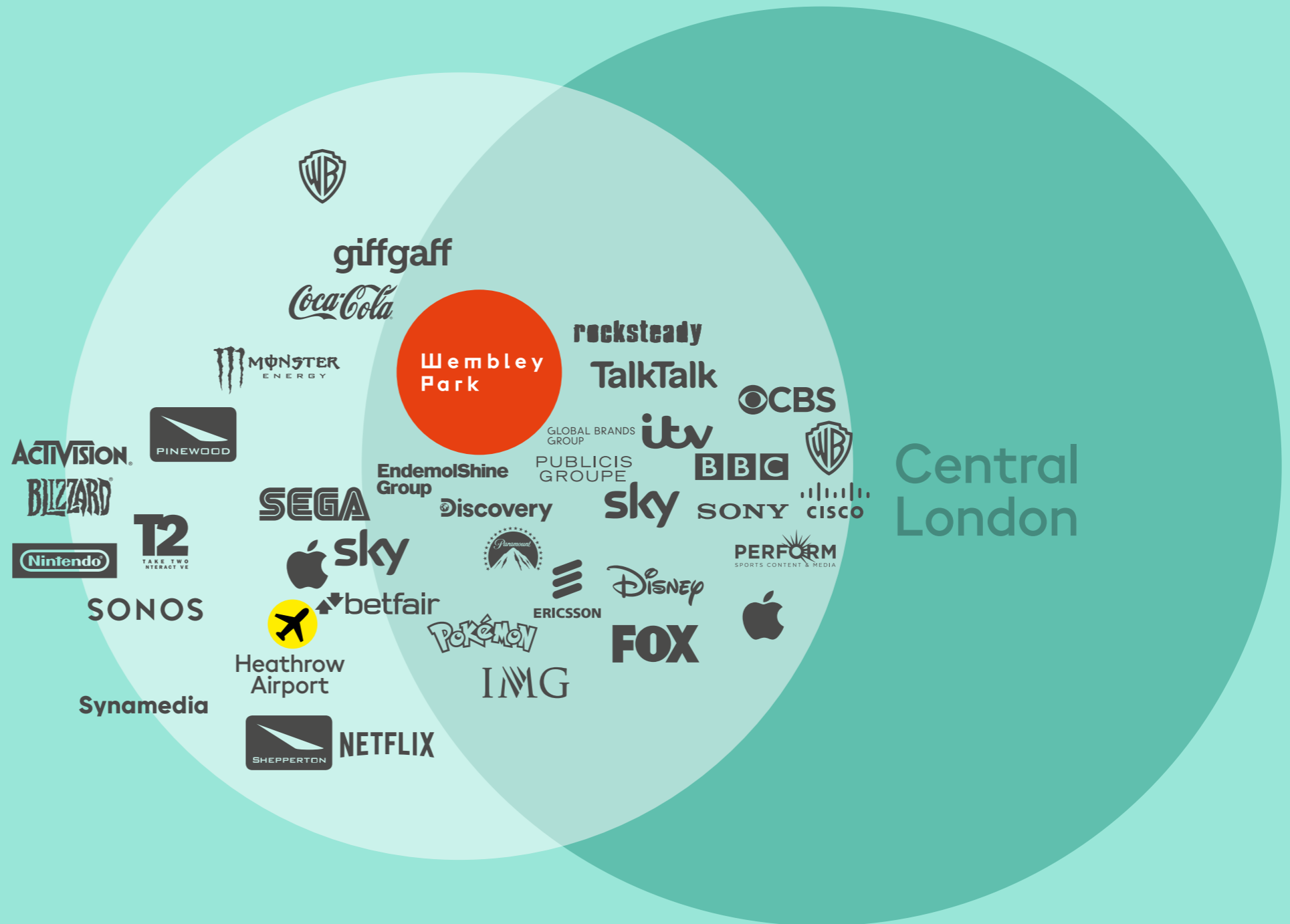
Wembley Park is regularly cited in the press as a 'hot', 'creative' and 'cultural' neighbourhood. Launching BoxPark Wembley in 2018, a rich variety of footfall-driving, culturally relevant events are delivered year round. From the Troubadour Wembley Park Theatre, to Wembley Stadium, community picnics to International Busking Day, Wembley Park is a 'current' destination and neighbourhood capable of hosting a variety of events.





# The UK's creative cluster

West London's £73 billion economy is the second largest in the UK. Only central London is bigger.





# We've got three tube lines and two overground stations making the West End just 12 minutes away



\* Source: TfL Journey Planner



# We've got acres of parking

With over 3,000 spaces across our site, you'll have no trouble finding a place.





# What can Wembley Park do to help?

With residents living on site, a plethora of shops, food and beverage outlets, our aspirational brands and stakeholders are open for collaborations with you to make your activation at Wembley Park a memorable one. With our in-house event managers, marketing teams and a reliable roster of suppliers, following our event hire process we'll support you however we can from concept to completion.

## Previous Event Partnerships:

- 1) International Busking Day with The Mayor of London
- 2) Spice Bus with Airbnb
- 3) Budweiser fanzones
- 4) MTV EMA Awards
- 5) Open House London
- 6) Principal Partner for Brent London Borough of Culture 2020

“Wembley Park has long been associated with entertainment and leisure and, at a time of major transformation in the area, it is important to reflect on its history as well as appreciate how this legacy lives on today. Wembley Park holds a special place in the public memory thanks to the incredible events you can see in tonight’s exhibition. Now the area around these amazing live venues has been transformed into an exciting new residential area.”

– Robert Elms, BBC Radio London





# Estate hire process and operations

**“To provide a safe and secure environment for all staff, residents, retailers, guests and visitors to Wembley Park.”**

**Wembley Park Estate Protection Team**

**What’s the process for holding an event at Wembley Park?**

- 1) Get in touch with the Wembley Park team about your event, let us know details: what it is you’d like to do and when?
- 2) Complete our criteria questionnaire.
- 3) Work with our event team to see how and when you could showcase your brand or business at Wembley Park.
- 4) Agree operational responsibilities and processes.
- 5) We would review together how we can connect you with local authorities, our estate neighbours, as well as marketing and operational support for your event.
- 6) Sign on the dotted line and finalise the hire agreement.

**Security on the Estate**

The Estate Protection Officers patrol both on foot, in two-man teams and in the Estate Protection Vehicles, coordinated by a dedicated Estate Control Room which is manned 24 hours a day, seven days a week. Control Room Operators manage the site via the Site Security Management System which allows integration of a wide range of security based systems and additional functions.

**Visitor Management**

During Wembley National Stadium events, Wembley Park Estate has managed and controlled access routes which ensure you are able to travel to and from the estate unhindered.



# Public realm branding opportunities

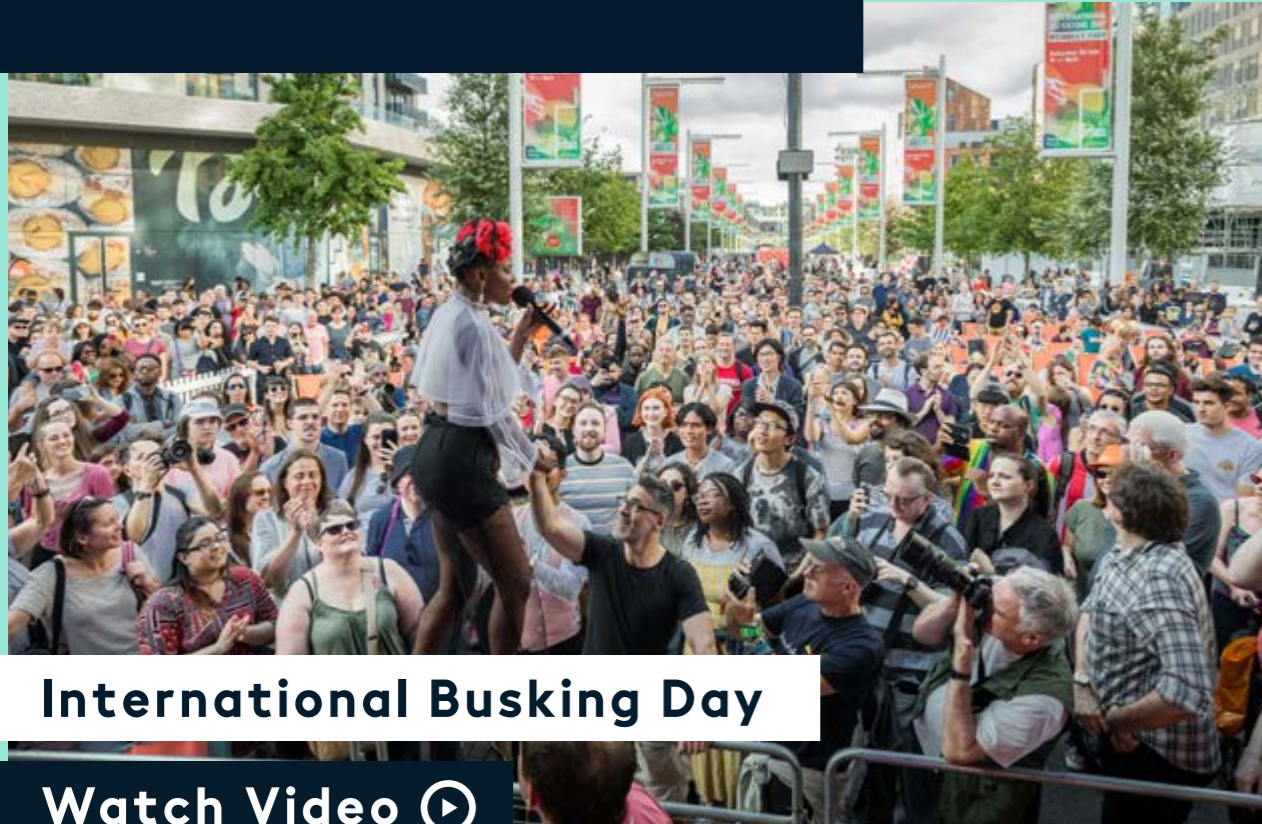


Our public realm and wide open boulevards offer unprecedented branding and outdoor event activation opportunities.

This inventory is available on a hire basis should you wish to promote or dress your event.



# Case Studies



## International Busking Day

Watch Video 

“I’m delighted that Busk in London is bringing International Busking Day back to Wembley Park. Our capital is renowned for its vibrant and diverse busking scene, so it is great that such talented artists will be entertaining the local community across five stages. It’s a wonderful example of bringing culture to the doorsteps of Londoners, ahead of Brent’s year as London Borough of Culture.”

- The Mayor of London, Sadiq Khan



## Spice Bus

Watch Video 

Over 1bn digital impressions, featured in the Daily Mail, Evening Standard, Metro, Time Out, Vogue



## Winterfest

Watch Video 

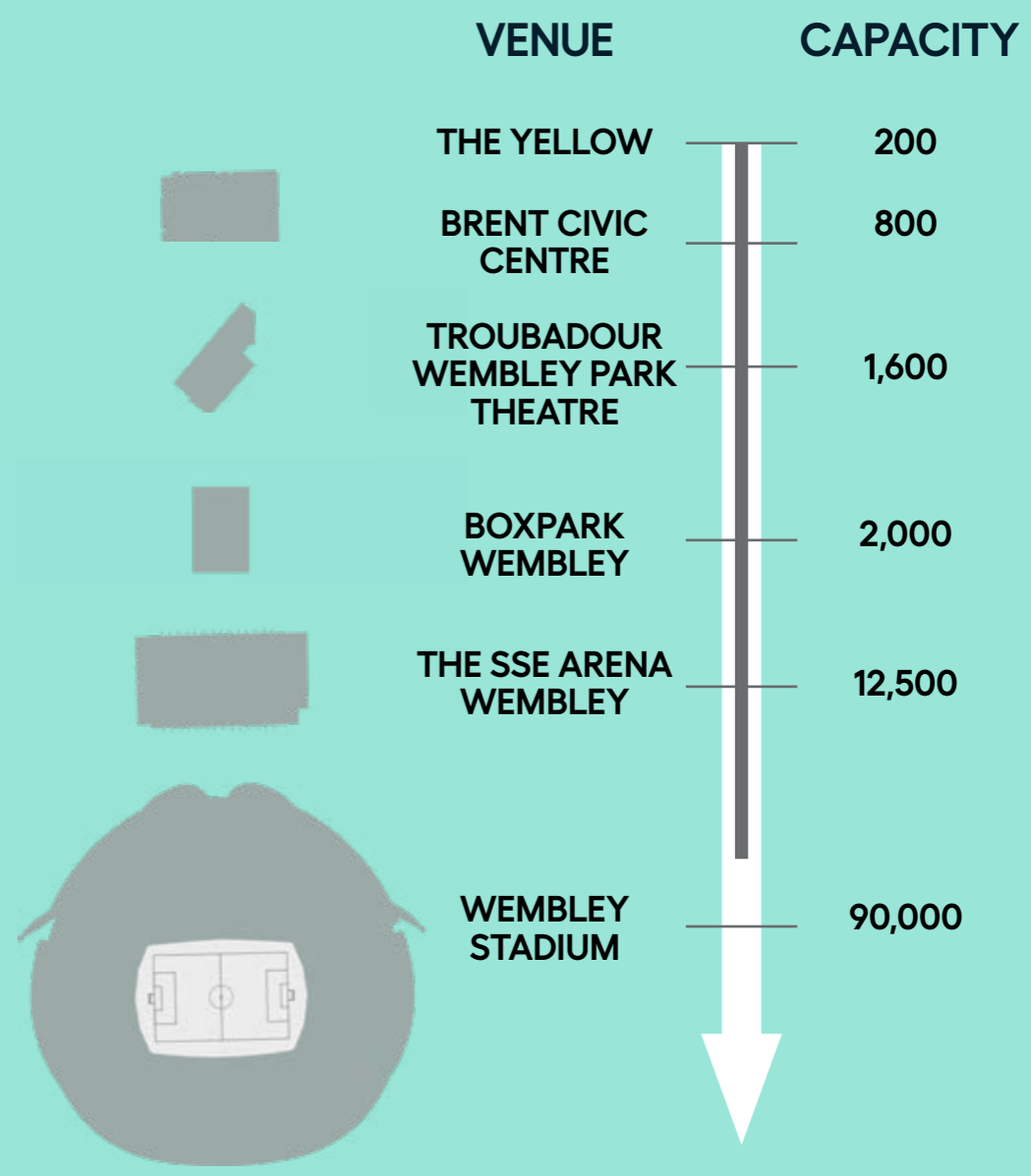
“For anybody who wants to give a new winter carnival a go, Winterfest is fast emerging as the creative’s alternative to Hyde Park’s major offering with a host of unique immersive light displays and art installations.”

- Marie Claire

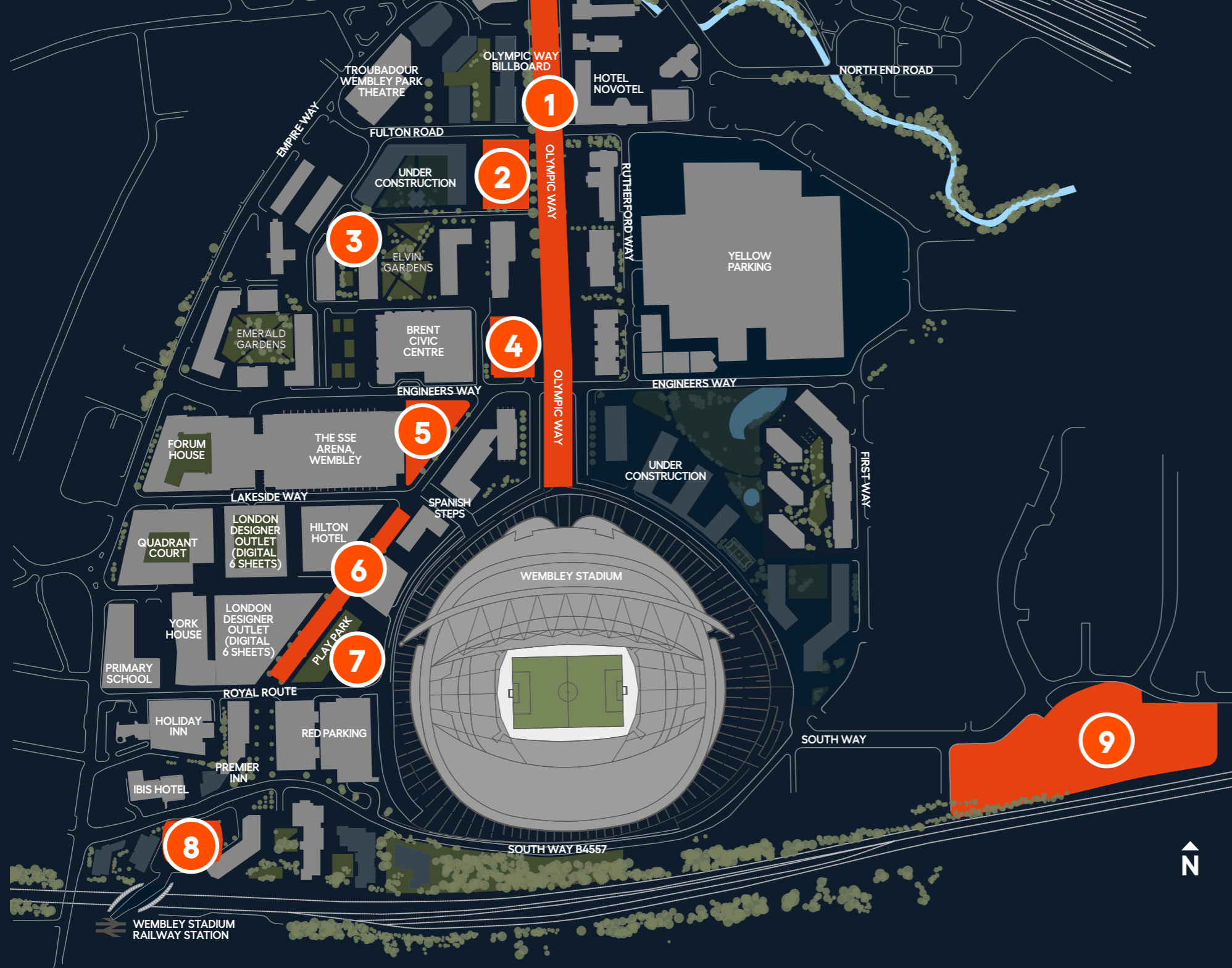




# Iconic venue guide

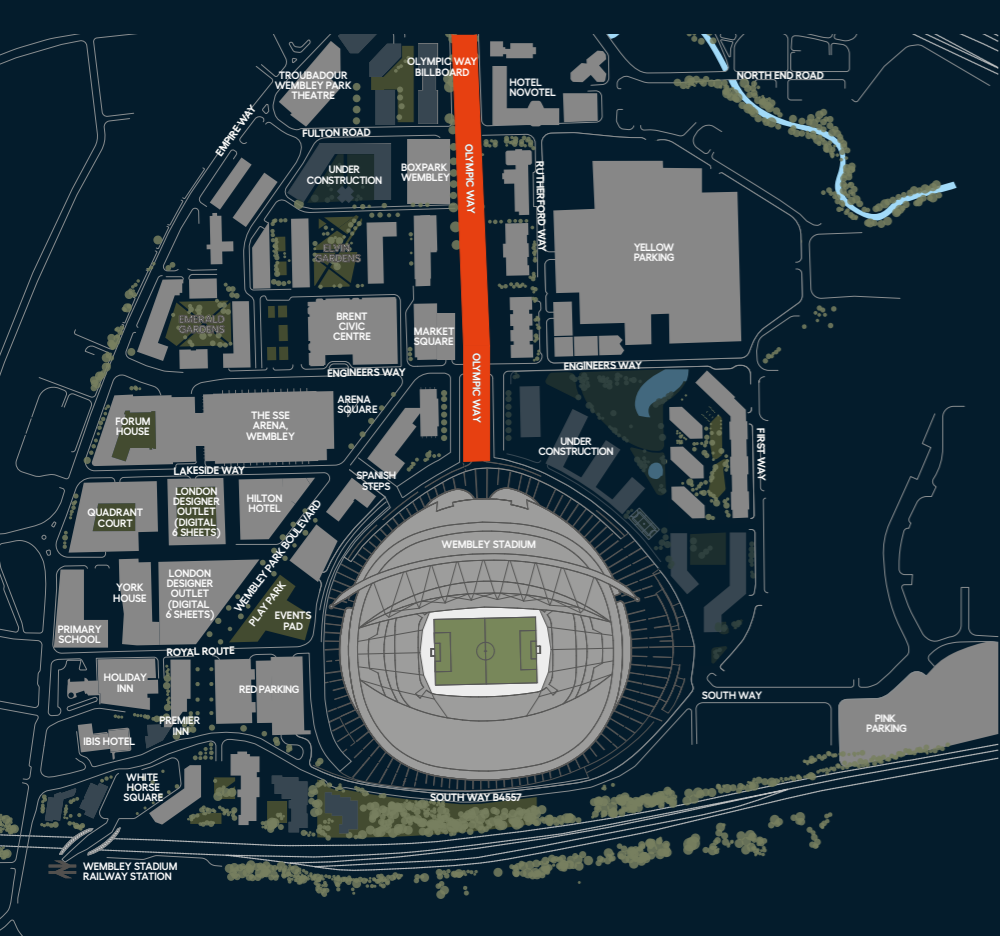






1. Olympic Way
2. BoxPark
3. The Yellow
4. Market Square
5. Arena Square
6. WP Boulevard
7. Events Pad
8. White Horse Square
9. Pink Parking



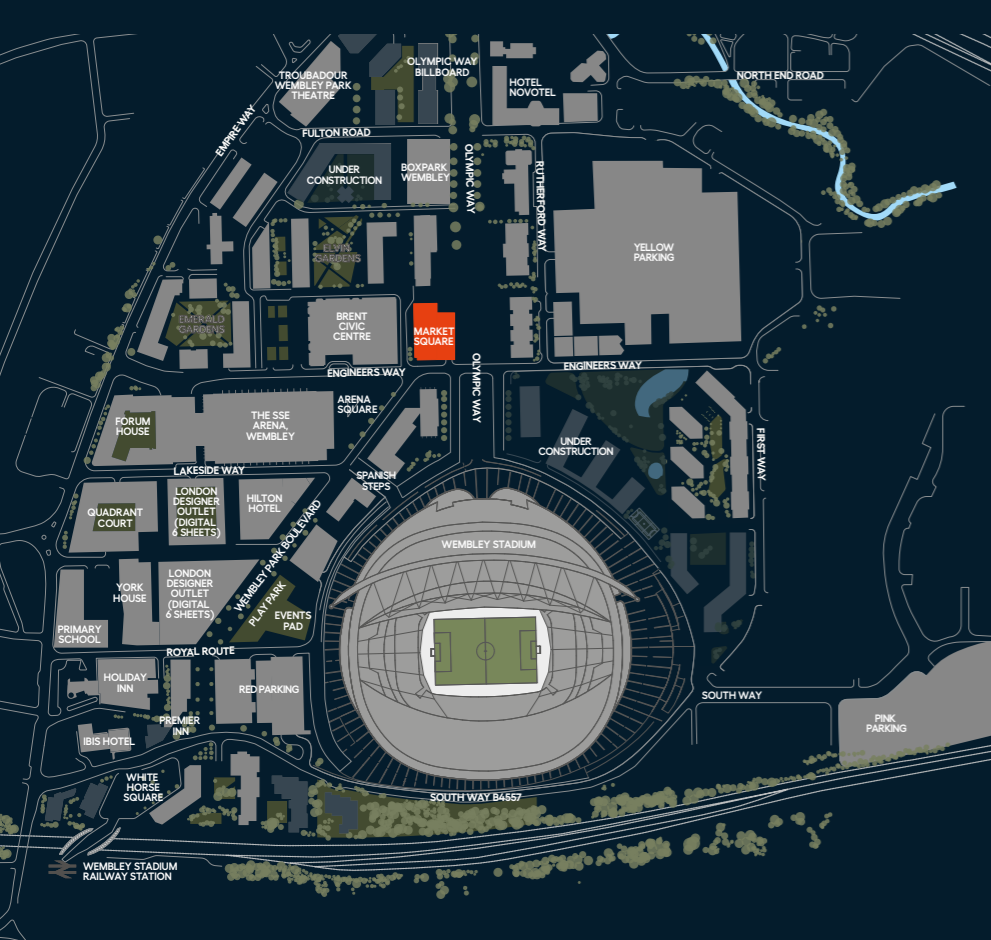


## Olympic Way

The iconic, recently refurbished gateway to the neighbourhood, known by fans across the world as “Wembley Way”. There are up to ten 4x4m plots available or hiring the entire area is also an option. This legendary walkway works well for activation plots as well as capturing memorable moments in the heart of Wembley Park. Previous brands who have hired this area include Carabao, Mind, ASOS. Community parades, processions, festivals, fitness events and mass gatherings have also taken place on Olympic Way such as the opening of Brent Borough of Culture 2020.



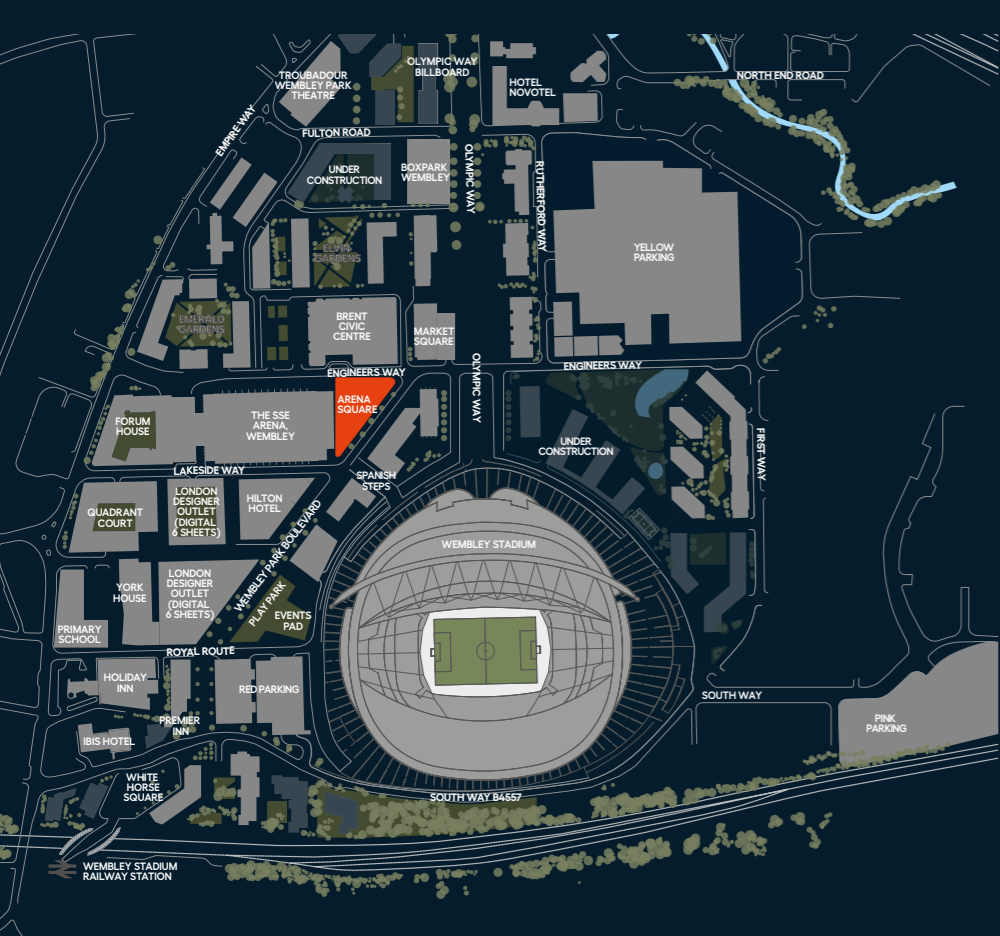




## Market Square

Next to Brent's Civic Centre is Market Square. The 1,500sqm space is well suited for markets, pop ups and short term participation. The square provides a key thoroughfare for pedestrians between Olympic Way, our independent retailers around the square, and Wembley Park Boulevard which leads to the destination brands found within London Designer Outlet. Market Square is frequently used for the neighbouring Wembley Park Market where a combination of local and global brands flourish, live music with the GLA, and other temporary kiosks.

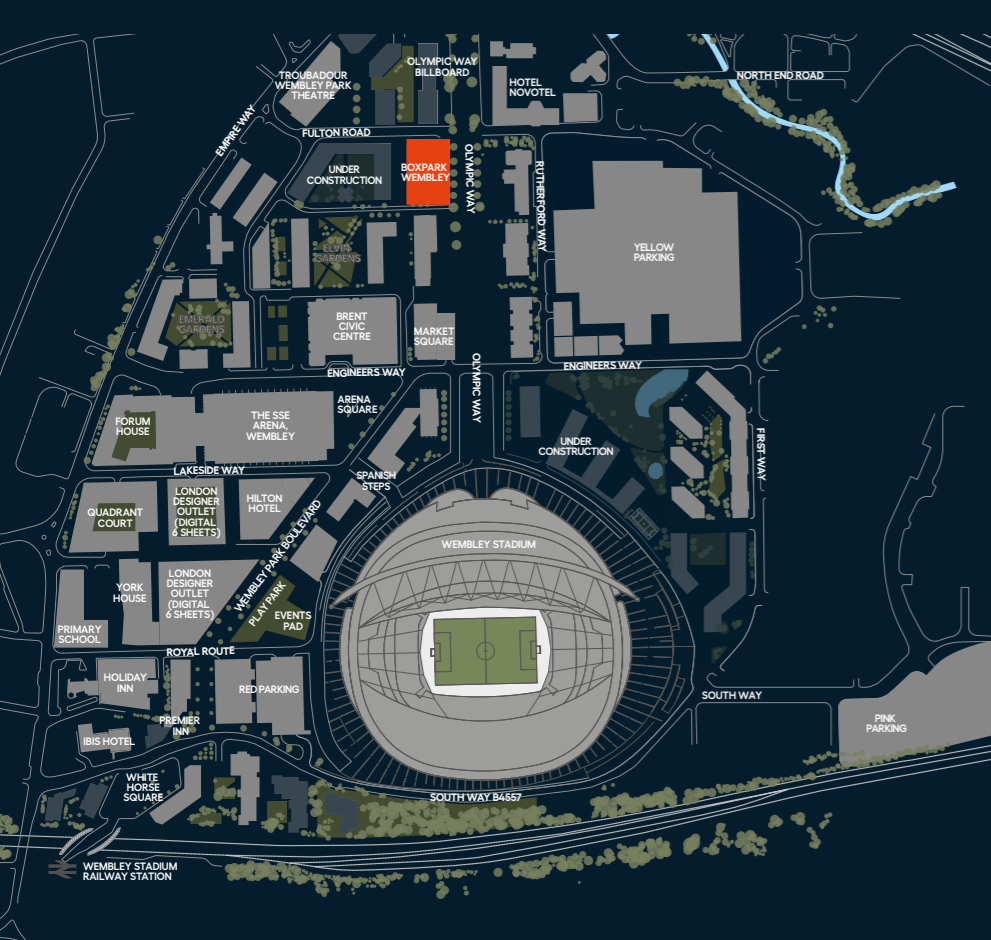




## Arena Square

Outside of The SSE Arena, Wembley - one London's most popular venues, is a triangular shaped area capable of hosting up to 1,800 people. Handprints from 60 years of music and entertainment legends, with cultural installations scattered around the square create a truly unique space which brands such as the NFL, Just Eat, MTV Awards 2017 and the Bohemian Rhapsody premiere have all benefited from. In summer the area is enlivened with water fountains and our annual Summer on Screen season.



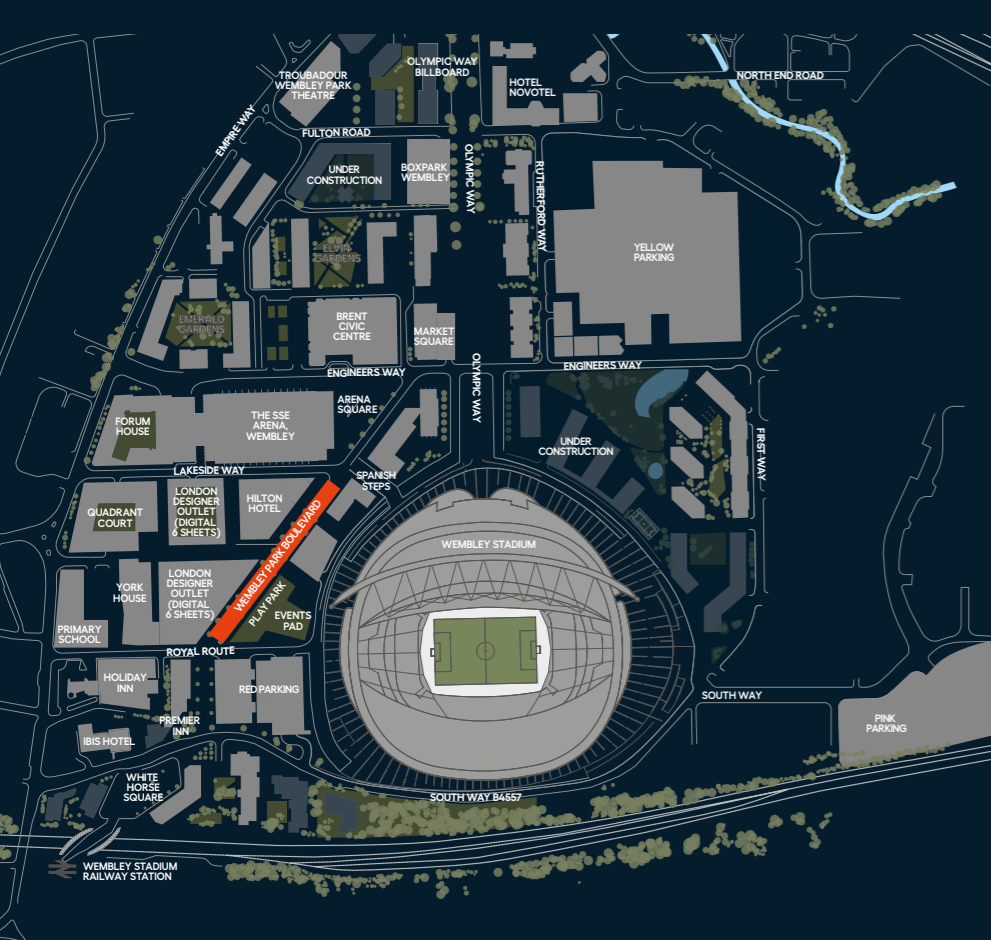


## BoxPark Wembley

2,000 capacity events space with 29 independent operators offering street food and bars hosting live screenings and music to attract the after work crowd and pre-and-post sporting fan-zone event celebrations.





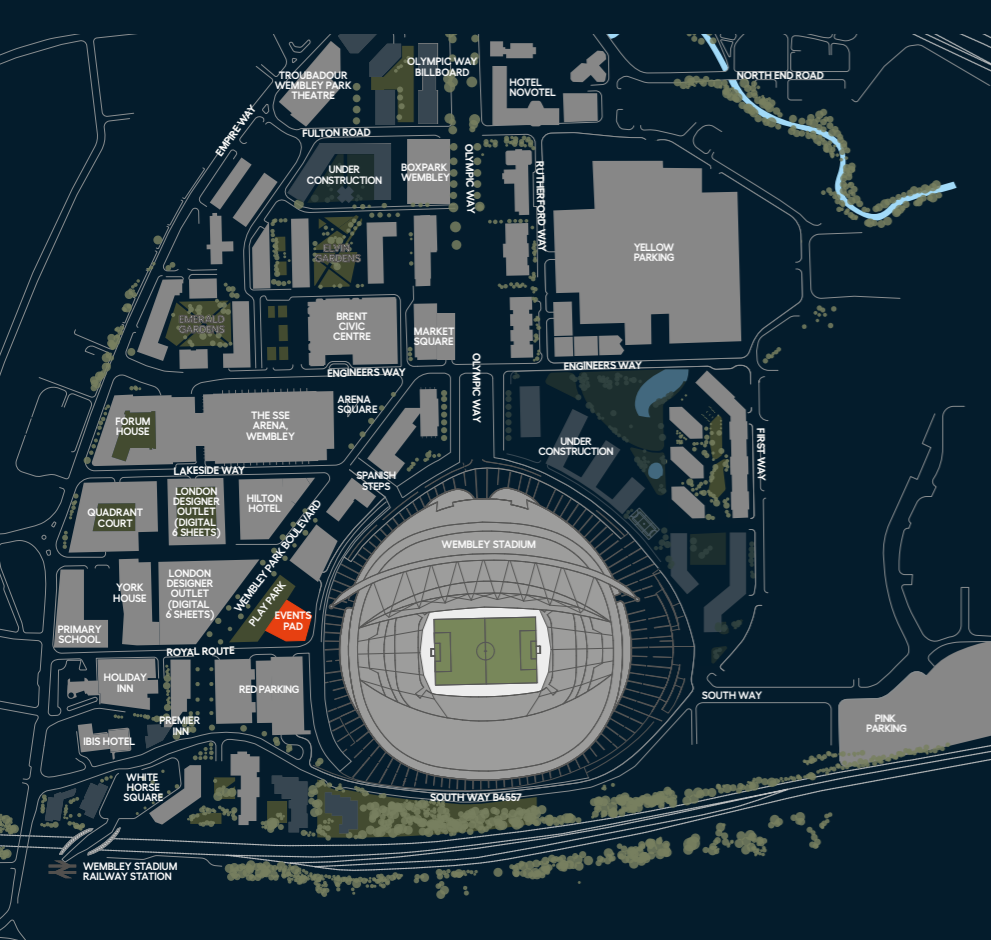


## Wembley Park Boulevard

The Boulevard is home to aspirational retail brands, offices and London's first outlet centre – The London Designer Outlet. Boasting over 7 million visitors a year, an 800 capacity car park, a train station and hotels just a stone's throw away, footfall is a guarantee here for a brand activation pop up. Brands such as Weetabix, Ikea, Google and Thai Airways have all enjoyed great success hiring plots on the Boulevard, along with Christmas light switch-ons to launch our estate-wide winter lights festival, Winterfest.





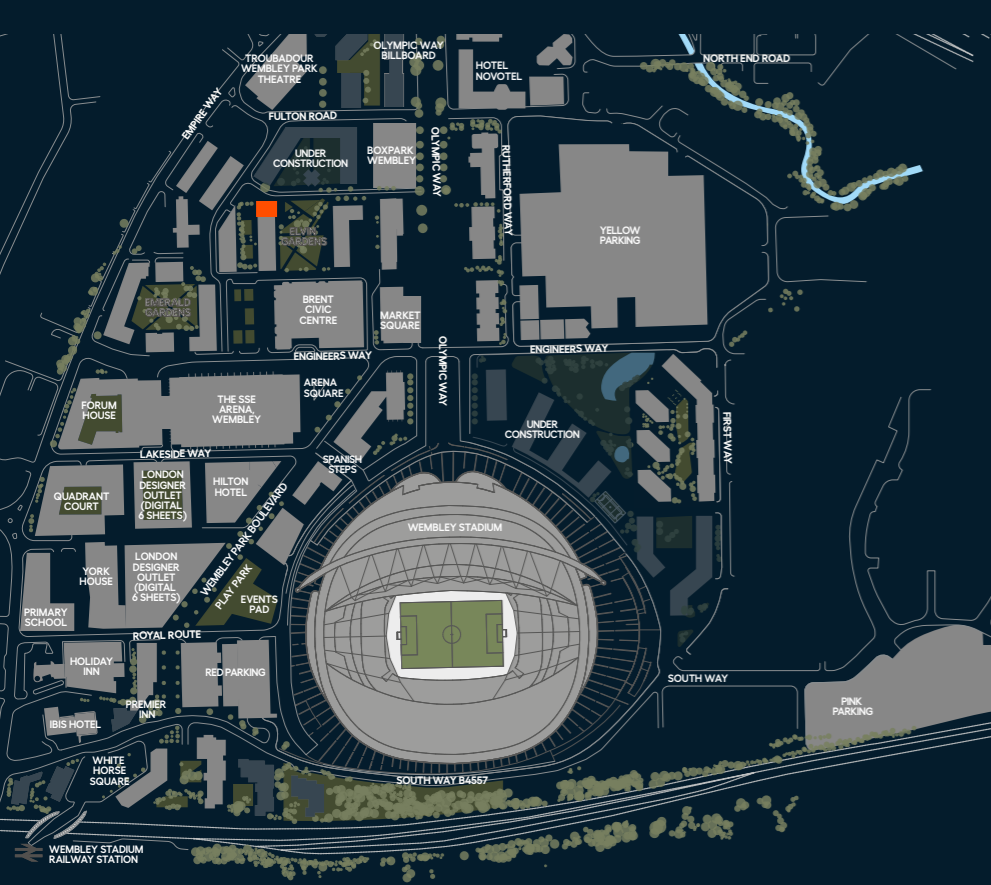


## Events Pad

Tucked between Wembley Park Boulevard and the foot of the National Stadium, the space provides a more secluded blank canvas across the 1,895 sqm to deliver a variety of hires. Capable of hosting up to 1,750 people, the space has been used by the FA for England Fan Zones, ice rinks and art installations year round.





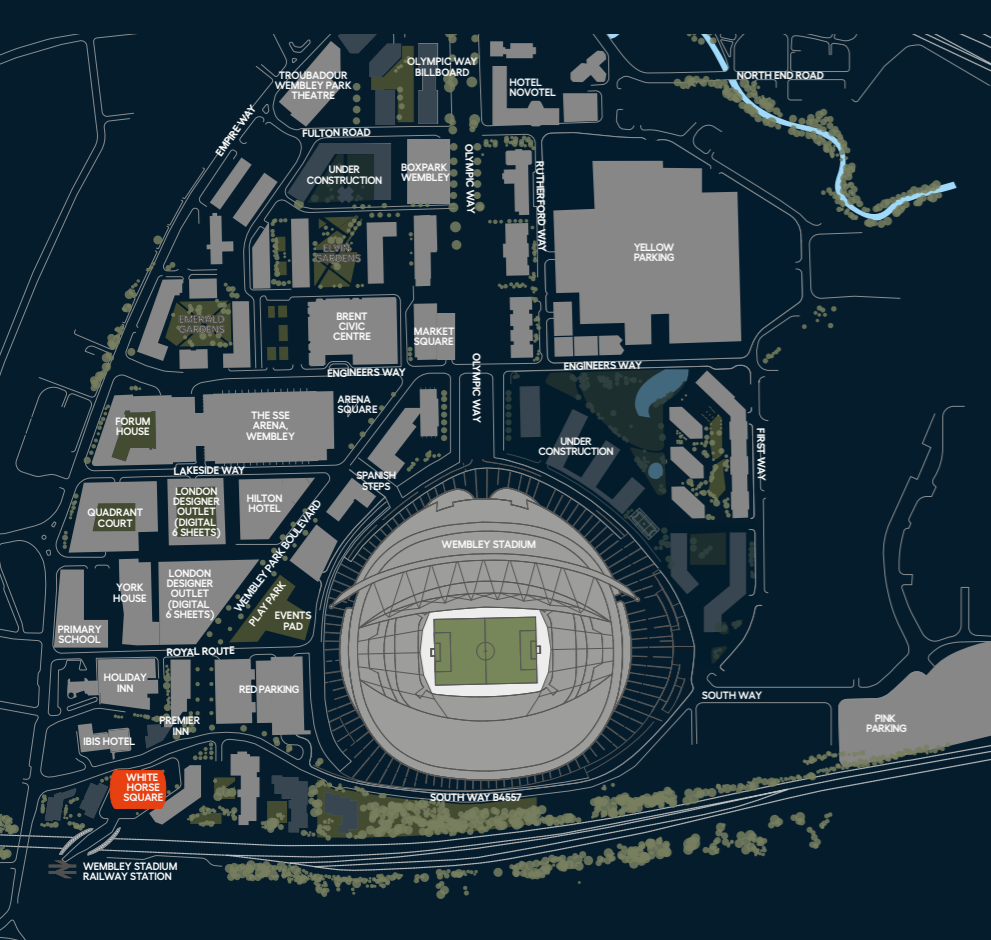


## The Yellow

It's no surprise that so many residents in Wembley Park and across Brent love coming to the community centre, which has a calendar jam packed with workshops, classes, clubs and events that cover a huge range of topics and interests.





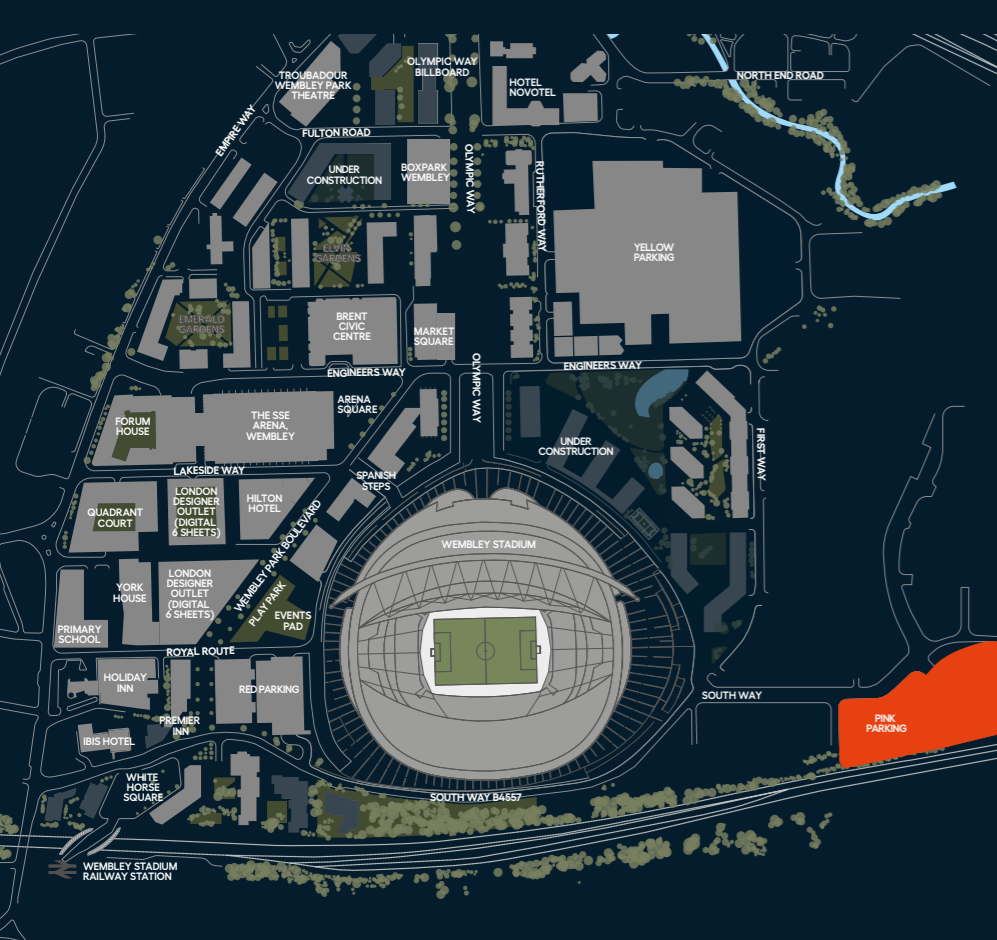


## White Horse Square

Our brand new public realm space connects Wembley Stadium Station and Wembley Park Boulevard as its very own urban oasis. The area lends itself well to modern art installations with three digital totems providing estate information and seasonal art campaigns for visitors and nearby residents to enjoy.







## Pink Car Park

Europe's first multi-storey coach park is an award winning complex providing capacity for thousands of attendees across its varying platforms, including open air areas, sheltered spaces, and car parking facilities across the five levels. The facades of the building have hot-pink outlines of iconic Wembley entertainers designed by the world famous Wayne Hemingway.







A Development by QUINTAIN

## Contact

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