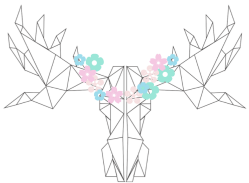


**SWEDISH
MIDSUMMER**
in the Park
2016



WELCOME TO SWEDISH MIDSUMMER

Midsummer is one of the most important days in the Swedish calendar.

Since Pagan times, we Swedes have celebrated the longest day of the year, in which the sun never sets. In Sweden, the celebrations take place on **Midsummer Eve**.

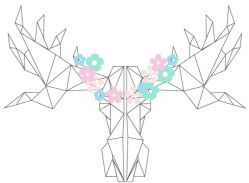
For many of us, the **traditions**, the sense of **community** and the **festival atmosphere** make Midsummer as important an event as Christmas!



The best midsummer party includes a long picnic or Midsummer lunch that keeps on going into the early hours!

Flowers in the hair, **dancing** around the Maypole, **singing** songs while drinking **schnapps**, and downing a whole **smörgåsbord** (yep, that's a Swedish word!) of pickled **herring** and **sill** served with delightful new potatoes, chives and sour cream. Children, grown-ups and grandma - **There is not one Swede that won't be celebrating on this day!**

All in all? A grand day out.



SWEDISH MIDSUMMER IS ALREADY A PROVEN SUCCESS IN LONDON

Our vision is to create the largest and most successful Swedish Midsummer event outside of Sweden.

Date **Saturday 25th June 2016**

Location **Clapham common, London**
Venue license for 2016 is being finalised.

People **10,000 attendees**
Previous Midsommers in London has been un-official picnics. The events have attracted over 10,000 attendees, growing rapidly each year which created a demand for an organised event.

LONDON SWEDES



Your Audience

**HALF
BAKED**

Swedish Midsummer in the Park 2016 is founded by LondonSwedes

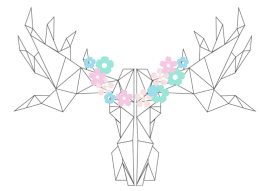
- The largest website for the Swedish and Scandinavian community in London and the UK.
- 25,000 registered users. 30 000 social media followers.
- The premier resource for Swedes and Scandinavians coming to the UK as working professionals or students.
- Have hosted over 20 successful events for over 8 000 guests.

With the support of: YourAudience

Production company, experience in large scale festivals. Host major events on Trafalgar Square

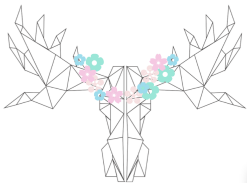
HalfBaked

Creative events company hosted over 400 events in London and Europe.



MIDSUMMER IN THE PARK WILL HAVE LOADS TO DO FOR BOTH GROWN-UPS AND KIDS ALL DAY





...AND THE PARTY CONTINUES BEYOND THE PARK



The Swedish Midsummer in the Park carries on into an official after party.

It wouldn't be a proper midsummer party if the festivities didn't continue until the early hours.

We have previous years hosted **sold-out after parties** in different **central London venues**. Our event will include a diverse range of entertainment, specifically curated to compliment and enhance our **Midsummer theme**, venue and location.



30 000

followers on our Social media channels together.



25 000

registered members



525 000

unique visitors during 2014

Partnership with LondonSwedes.com

There are opportunities for a sponsor of Swedish Midsummer in the Park to continue their partnership with the **superfan network** of Swedes and Scandinavians on LondonSwedes.



THERE'S A SPONSORSHIP PACKAGE FOR EVERY LEVEL

HEADLINE SPONSOR

This is our most prestigious sponsorship opportunity.

Naming rights, and the most integrated brand presence is a privilege reserved for one special brand that is as Swedish as meatballs.

PREMIUM SPONSOR

One of the key partners in bringing the Swedish Midsummer alive in London. These brands have excellent opportunities to connect with our visitors and fans in the most authentic way.

VIP SPONSOR

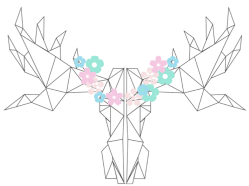
Host our exclusive VIP area and be a part of a VIP trip for selected Swedish influencers. You can add this to any other package, to be a part of their exclusive London weekend!

EVENT SPONSOR

With a real focus on bringing the Swedish Midsummer to the heart of London, our event sponsors are responsible to helping us to create a wonderfully Swedish experience to the event itself.

ONE-OFF OPPORTUNITIES

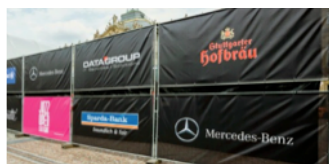
For the experimental, brave and daring brands, these one-off opportunities can pack a real punch for your summer campaign.



SPONSORSHIP OPPORTUNITIES ALLOW YOU TO BUILD A CAMPAIGN BEFORE, DURING AND AFTER THE EVENT



Naming rights



Branding on all marketing and on site



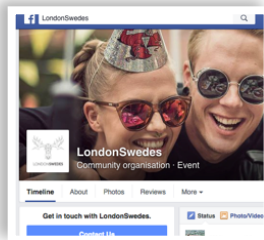
Host stages and stalls at site



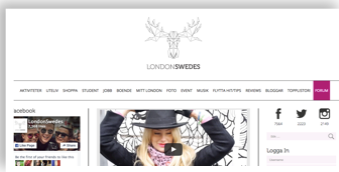
Experimental



VIP/press area + VIP trip



Social media



Websites:
midsummers own,
LondonSwedes and
all our partners



**Marketing & PR
around the event**

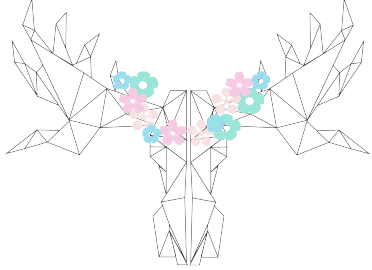


Picnic boxes



After party

WE LOOK FORWARD TO MEET YOU!



SWEDISH MIDSUMMER *in the Park* 2016

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