

Think Global.
Act Local



Village *the* *Village*

GUILDFORD

Introducing The Village, Guildford

One Stage. Two Bars. Three Months. Countless Events

The Village in Guildford brings the tradition of Wimbledon to Guildford. Initially trialled in 2016, The Village is back. Its bigger and better with a distinctly traditional British theme.

Enjoy strawberries & cream and a glass of champagne as you sit back and relax watching Wimbledon & Tour de France on a huge screen.

Place Experts is excited to be partnering with WePop to help forward thinking independent business leaders captivate the hearts and minds of new consumers through immersive brand experiences.

Key Dates

All year from Saturday 10th June.



WHERE SPACE MEETS OPPORTUNITY

COMING SOON

GUILDFORD POP-UP
VILLAGE

shops, arts, eats AND OTHER Pop-Up treats!

From a numbers game to game-changing numbers.

Marketing Profile:

Guildford is the 15th most affluent town in UK.

Catchment area of 730,723 people with potential annual spend of £1.2bn.

44% of population in top 3 most affluent Acorn Groups.

Average annual retail and dining spend of local population £1300 above UK average.

Advertising on local radio, busses and car park tickets.

No longer just a logo placement.

Meet Tomorrow's Customers, Today.

An opportunity to connect with today's modern family and tomorrow's social influencers is not one to be missed.

Our sponsorship packages provide an opportunity for brands to create meaningful relationships with new customers and solidify brand reputation with existing advocates.

Reach an active and social audience and bolster your brand by partnering with the must-attend town centre event of the season that speaks to both families and young affluent adults alike.

Join us at The Village, Guildford to gain:

- An opportunity to reach the ABC1 demographic in a niche environment
- Association with an event that is fast becoming the summer event of choice for young urban professionals and families in Guildford
- An opportunity to establish your niche within Guildford, and its social fabric
- An inexpensive investment vehicle compared to other mediums
- An ideal branding, sampling and distribution platform



WHERE SPACE MEETS OPPORTUNITY

Our packages are bigger than you think.

Wimbledon Advertising Package

The Village features a stage and event area and will be showing Wimbledon & Tour de France. This is the perfect opportunity to showcase your brand in all its glory. During the breaks in Tennis and Cycling there is an opportunity to advertise on the big screen. Located in the perfect location to connect with thousands of high demographic consumers.

Opportunities available to have an onsite presence alongside your advertisement giving immediate and tangible return on investment.

To book your space please contact rita@placeexperts.co.uk or call 0161 791 0111

On Site Presence Package

Take upto a 3m x 3m space to promote your brand – interact with potential customers and strengthen relationships with existing ones as they enjoy the holiday atmosphere.

Deliver a Brand Activation or showcase your existing brand in any way you like – the space is yours to do what you want with, including sampling and onsite sales.

To book your space please contact rita@placeexperts.co.uk or call 0151 372 5577



Want to know more?
Talk to the Place Experts.

Tel: 0161 791 0111

Email: hello@placeexperts.co.uk