



London Design Festival

Partner Programme Pack 2024

London Design Festival is one of the most influential and culturally significant global events.

Established to spotlight London as the leading design capital of the world, each September LDF creates an international platform for the ideas and innovations coming from the best talent, businesses, emerging voices and educators across the city and the UK.

The 22nd edition will take place 14-22 September 2024.

“London Design Festival brings together designers from across the globe and demonstrates the capital’s position as a powerhouse for the creative industries. London is known for its creativity and continues to attract the best companies and talent from around the world. London Design Festival shows that London is open to great ideas, innovation and people from all backgrounds.”

Sadiq Khan, Mayor of London



'Spirit of Place' by Simone Brewster at Strand Aldwych

COMMUNITY

Our audience is young, diverse, metropolitan and culturally-engaged with 50% of visitors contributing to the creative industries. LDF marks the V&A's busiest week of the year, attracting a significantly younger and more ethnically diverse audience than its average visitor profile.



195,000+
Page Views*



190,000+
Tiktok Views



50,000+
Newsletter
Subscribers



315,000+
Instagram
Followers



164,000+
Facebook
Followers



140,000+
Twitter
Followers



36,700 +
Threads
Followers



17,500 +
Linkedin
Followers

MEDIA COVERAGE

In 2023 the 21st edition of the Festival welcomed a rich variety of industry leaders, influencers, PRs and journalists from local, national and international media outlets.

1.1BN

global reach

£11.5M

AVE

500

print, online +
broadcast clips,
UK + international

44

countries
mentioning
LDF

FESTIVAL ATTENDEES INCLUDE

APPLE | ADIDAS | AMAZON | ANTHROPOLOGIE | APPLE | AUDI |
BBC | BDP | BLOOMBERG | BOCONCEPT | CONDE NAST |
CONRAN & PARTNERS | CONVERSE | DESIGN COUNCIL | FORD
| FOSTER + PARTNERS | FRENCH CONNECTION | GENSLER |
GOOGLE | HABITAT | HARRODS | HEAL'S | HOK | IKEA | JAGUAR
LANDROVER | JAPAN HOUSE | JOHN LEWIS | LA REDOUTE |
LIBERTY LONDON | LVMH | MERCEDES | NIKE | PAUL SMITH |
PEARLFISHER | PENTAGRAM | POLESTAR | SAMSUNG |
SELFRIDGES | SONY | STARBUCKS | SUZUKI | SWATCH | TATE |
THE WHITE COPMANY | UNISPACE | UNIVERSAL DESIGN |
VIRGIN ATLANTIC | WILKINSON EYRE | WPP | ZAHA HADID
ARCHITECTS

LDF IN NUMBERS

AUDIENCE



537K+

Visitors



1.7M +

Visits



60% 37% 1%

Female Male Non-binary



75% 25%

UK International



£186M

economic impact
for London

£120M

in additional
visitor spend in
London



48% 36% 12%

18-34 35-54 55+

PARTNER PROGRAMME



280

Partners



300+

Partner Events



45K

Printed Listing



33

Sectors



13

Design Districts



2

Trade Fairs

PARTNER PROGRAMME

LDF Partner Programme welcomes emerging design talent to global and international brands and creates the foundation of the Festival by connecting the city with a variety of independently staged activities: exhibitions; installations; webinars; product and new business launches; workshops; talks and panel discussions; virtual and walking tours; late night events, open studios and much more.

PREVIOUS PARTNERS INCLUDE

ARAM | ATELIER100 | BOFFI | DE PADOVA | BRYAN O'SULLIVAN COLLECTION | DONNA WILSON | CARPENTERS WORKSHOP GALLERY | CARL HANSEN & SON | CASSINA | CENTRAL ST MARTINS | DESIGN COUNCIL | DESIGNERS GUILD | FLOOR_STORY | GREYSTAR | HEALS | HILTON GROUP | ISTITUTO MARANGONI | JO MALONE | KLATCH STUDIO | KINGSTON UNIVERSITY | KVADRAT | LEGO | LORE GROUP | LOUIS VUITTON | L.F.MARKEY | MINI | MUD AUSTRALIA | NOTHING TECH | NOW GALLERY | MOOOI | PENTAGRAM | PooR COLLECTIVE | RALPH PUCCI | RUDE | ROYAL COLLEGE OF ART | SARAH MYERSCOUGH GALLERY | SCP | SIX DOTS DESIGN | SKETCH | TALA | THE TYRE COLLECTIVE | TFL | THE NEW CRAFTSMEN | TOM DIXON | TRAVEL THINGS MUSEUM | VITRA



"Please Be Seated" by Paul Cockshedge, 2019

DESIGN DISTRICTS

Over the last two decades, London Design Festival has helped establish Design Districts across the city. Design Districts enable visitors to navigate the Festival's rich content and discover new exciting places.

Our Design Districts are a powerful tool to drive footfall, community engagement and uplift revenue to areas of London and are leveraged by estate management companies, local councils, business owners and design enthusiasts alike.

Expected Design Districts for LDF24:

- BANKSIDE DESIGN DISTRICT
- BATTERSEA DESIGN DISTRICT
- BROMPTON DESIGN DISTRICT
- CHELSEA DESIGN DISTRICT
- DALSTON TO STOKEY DESIGN DISTRICT
- FITZROVIA DESIGN DISTRICT
- GREENWICH PENINSULA
- ISLINGTON DESIGN DISTRICT
- KING'S CROSS DESIGN DISTRICT
- MAYFAIR DESIGN DISTRICT
- PARK ROYAL DESIGN DISTRICT
- SHOREDITCH DESIGN TRIANGLE



CREATIVE LAB

LDF's Creative Lab is our in-house content hub that creates all of our marketing and communication campaigns during the Festival and throughout the year.

The Creative Lab commissions a collection of world-class writers, photographers and illustrators, plus Pentagram's exceptional graphic design skills to create editorially-led content to be used across all of the Festival's channels, from online and social media to print.

REACH NEW AUDIENCES

Integrate your business at the heart of the Festival's annual campaign

EXPOSE YOUR EVENT

Our marketing channels are active throughout the year and benefit from an engaged audience.

RAISE YOUR PROFILE

Increase awareness and visibility in the design community and general public.



2024 PARTNER PACKAGES

SUMMARY

After listening to our Partners needs, we have refined our existing packages for clarity and have introduced two new opportunities for LDF24.

Our Partner Packages are designed to make your activities stand out and reach new audiences. All packages are designed to fit different budgets and maximise how audiences engage with your activities.

EXCLUSIVE FESTIVAL RELATIONSHIPS

EXTENDED

Continue your story with LDF throughout the year and have quarterly promotion to our audience across social media and newsletters.

£12,950+VAT

BESPOKE

Draw on LDF's two decades of production experience to ensure the biggest impact possible during the Festival and beyond.

FROM £15,000+VAT

LAUNCHPAD

An initiative to support emerging designers, recent graduates, charities and not-for-profit organisations. Registration required.

PRICE ON APPLICATION

LISTED

List your activity as part of the official LDF programme online and in print. Receive the coveted 'Official Partner Mark', and LDF promo-assets.

£695+VAT

AMPLIFIED

Gain access to our engaged digital audience through social media and newsletter inclusions and also benefit from an additional listing online and in print.

£2,950+VAT

CHAMPIONED

Maximise your presence across all of our marketing channels and benefit from curated content and bespoke editorial by our Creative Lab.

£6,950+VAT

LAUNCHPAD

DISCOUNTED FEE. PRICE
ON APPLICATION

Launch Pad invites emerging designers, recent graduates, charities and not-for-profit organisations to apply [here](#).

PROGRAMME

1x activity listed in the official Festival programme:

- **Online:** includes activity pages in the programme section and company profile in the Design Directory on the LDF website
- **Print:** image, title, short description, address, url, opening times. *Print deadline TBC*

PR & MEDIA

- Your press release hosted within the activity webpage
- Invitation to Partner Content & Media “hints and tips” session on how you can make the most out of your participation in LDF
- Access to the ‘LDF24 Official Partner Mark’, designed by Pentagram
- Access to additional official digital assets to promote your participation in LDF

PROMOTIONAL ASSETS

- Assets delivered to your venue the week prior and collected post-festival
- 1x stack of Listings (LDF Programme) and display box
- 1x freestanding sign (must be returned)
- 1x set of window/wall stickers

ACCOUNT MANAGEMENT

- Invitation to regular Partner Briefings in the lead up to the Festival



LISTED

£695+VAT

PROGRAMME

1x activity listed in the official Festival programme:

- **Online:** includes activity pages in the programme section and company profile in the Design Directory on the LDF website
- **Print:** image, title, short description, address, url, opening times. **Print deadline TBC**

PR & MEDIA

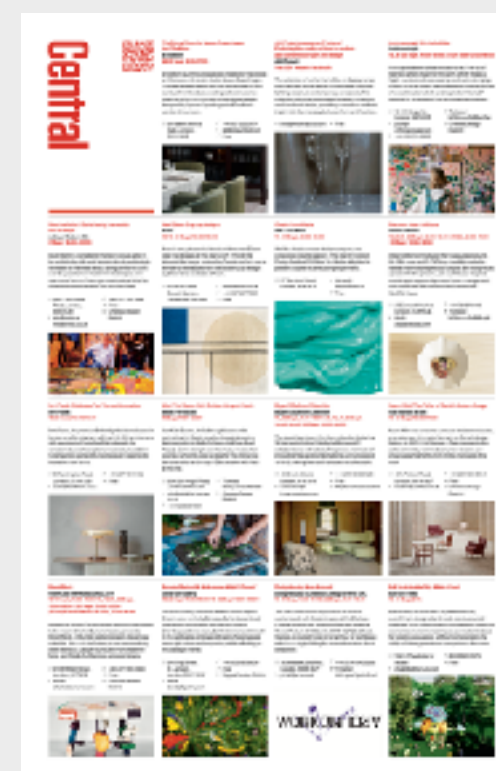
- Your press release hosted within the activity webpage
- Invitation to Partner Content & Media “hints and tips” session on how you can make the most out of your participation in LDF
- Access to the ‘LDF24 Official Partner Mark’, designed by Pentagram
- Access to additional official digital assets to promote your participation in LDF

PROMOTIONAL ASSETS

- Assets delivered to your venue the week prior and collected post-
- 1x stack of Listings (LDF Programme) and display box
- 1x freestanding sign (must be returned)
- 1x set of window/wall stickers

ACCOUNT MANAGEMENT

- Invitation to regular Partner Briefings in the lead up to the Festival



AMPLIFIED

£2,950+VAT

PROGRAMME

2x activities listed in the official Festival programme

- **Online:** includes activity pages in the programme section and company profile in the Design Directory on the LDF website
- **Print:** image, title, short description, address, url, opening times. *Print deadline TBC.*

PR & MEDIA

- Your press release hosted within the activity webpage
- Invitation to Partner Content & Media “hints and tips” session on how you can make the most out of your participation
- Access to LDF Official Partner digital assets to promote your participation in LDF

PROMOTIONAL ASSETS

- 1x stack of Listings (LDF Programme) and display box
- 1x freestanding sign (must be returned)
- 1x set of window/wall stickers
- Assets delivered to your venue the week prior and collected post-Festival

ACCOUNT MANAGEMENT

- Invitation to regular Partner Briefings in the lead up to the Festival

DIGITAL PROMOTION

- **Newsletter:** 2 x inclusion's in Design Notes newsletter (once before & once after LDF)
- **Social Media :** 2 x mentions across LDF's channels using content from your activities (content will go live between June-August/October-December 2024, channel will be chosen to suit your content best).



Partner mixer,
Vitra Tramshed 2024

CHAMPIONED*

£6,950+VAT

PROGRAMME

3 x activities listed in the official Festival programme

- Online: activity pages in the programme section and company profile in the Design Directory on the LDF website
- Print: image, title, short description, address, url, opening times.

Print deadline TBC.

EDITORIAL

- **Story** created by the Creative Lab, featured on LDF website

PR & MEDIA

- **1x mention in LDF Press Release**
- Your press release hosted within the activity webpage
- Invitation to Partner Content & Media “hints and tips” session on how you can make the most out of your participation
- Access to LDF Official Partner digital assets to promote your participation in LDF

PROMOTIONAL

ASSETS

- 1x stack of Listings (LDF Programme) and display box
- 1x freestanding sign (must be returned)
- 1x set of window/wall stickers
- Assets delivered to your venue the week prior, collected post-Festival

ACCOUNT

MANAGEMENT

- Invitation to regular Partner Briefings in the lead up to Festival

DIGITAL

PROMOTION

Curated communications plan by the LDF Creative Lab:

- One week spotlight on LDF homepage
- **Newsletter**
 - 1x story featured on Design Notes (before/after LDF)
 - 2x inclusions in Design Notes newsletter (before/after LDF)
 - 1x inclusion in LDF Daily newsletter (during LDF)
- **Social Media** Mentions across LDF's channels using content from your activities
+ IG grid post guaranteed

* Limited number available

Menu

Boosting creativity
with play at The
LEGO® Piece
Garden

By Sujata Burman

THE LEGO®
PIECE GARDEN

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"You can discover more about a person in an hour of play than in a year of conversation"

"With six two-by-four, standard-sized LEGO® bricks, you can combine them in over 915 million ways," says Will Knight, creative lead at media brand It's Nice That. It's this level of creative possibility that made Danish icon The LEGO® Group the perfect partner for their LDF23 project, 'The LEGO® Piece Garden.'

Editorial piece in Stories page of the LDF website

EXTENDED*

£12,950+VAT

FOR THE FESTIVAL

CHAMPIONED PARTNER PACKAGE

Positioned as a Premium Partner during the Festival,
you will receive all the Championed Partner
Package benefits.

See Page 12 for details.

ADDITIONAL PROMOTION THROUGHOUT THE YEAR

EXTENDED PROMOTIONAL BENEFITS

Continued communications plan by the LDF Creative
Lab:

Newsletter

A dedicated newsletter during Nov-March focusing
on your companies content only
4 x inclusions in Design Notes newsletter
(October 2024-May 2025)*

Social Media

4 x social media posts about your brand
(October 2024-May 2025)*



* Limited number available



BESPOKE*

From £15,000+VAT

This Partnership is designed for those who want to utilise London Design Festival's 22 years of knowledge and know-how in a 'bespoke' way.

LDF understands that its traditional Partner Packages will not suit all Partners, and that some have different more involved needs in the lead up to the Festival. Bespoke Partners can draw on LDF's two decades of production experience to ensure the biggest impact possible during the festival and beyond.

LDF has access to an exceptional talent pool specialising in the design industry who can help your brand with everything from project management, location finding, event curation, networking opportunities, marketing and promotion, editorial content, photography and filming and more.

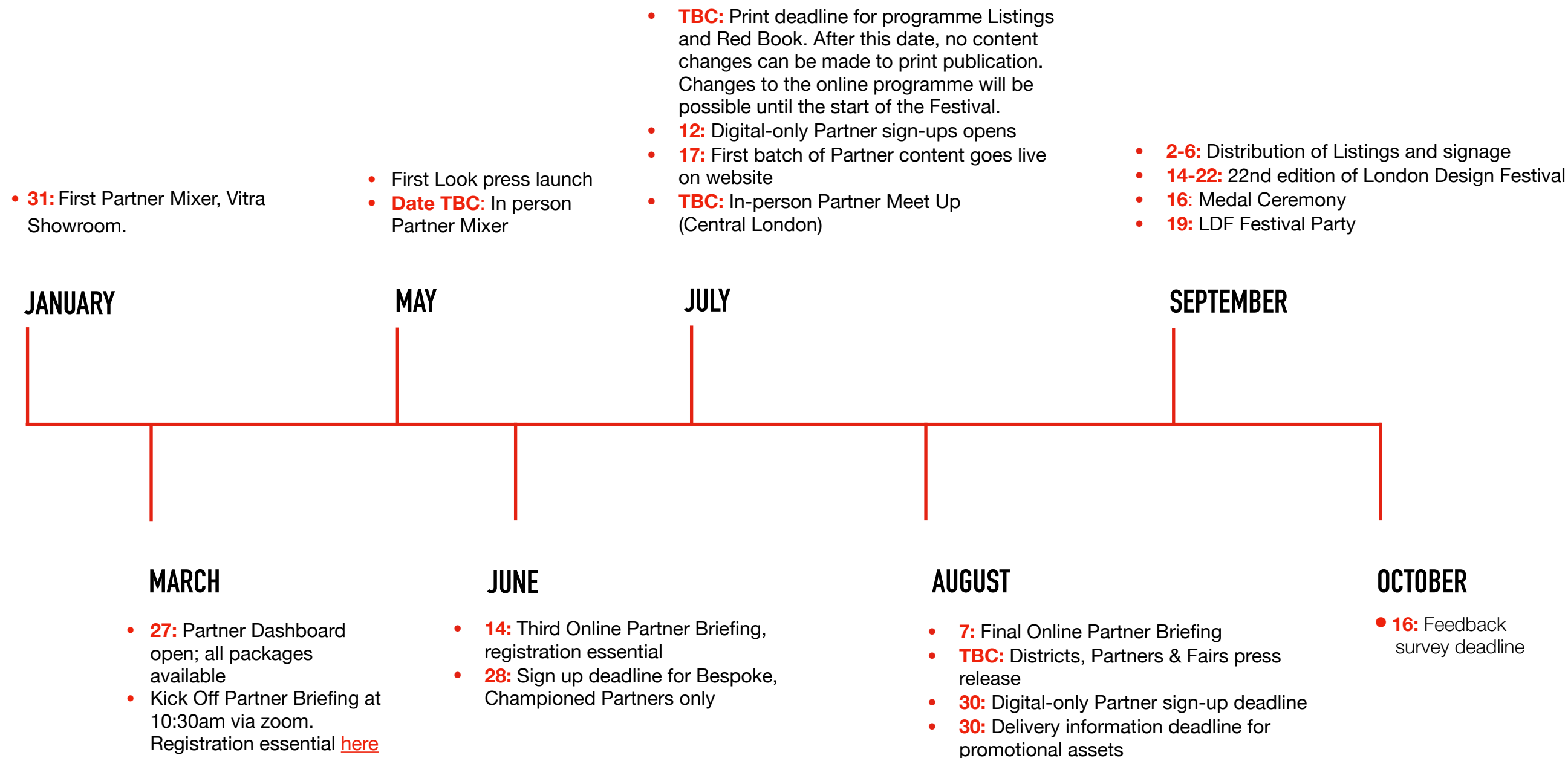
If you'd like to talk through your ambitions and how we can work together to achieve them, please contact the Partnerships team: ldf.partners@londondesignfestival.com

* Limited number available



OpenWork, Açık Yapıt by Melek Zeynep Bulut

TIMELINE



GET IN TOUCH

THE LDF24 PARTNER DASHBOARD OPENS ON 27 MARCH 2024.

Once it opens, you'll be able to log in to your existing partner account or create a new one to purchase your preferred Partner Package.

DESIGN NOTES

Sign up to our newsletter to keep up to date with all LDF's announcements.

LAUNCH PAD PARTNERS

Register your interest:

<https://londondesign.typeform.com/to/Svy23LYL>

NEW PARTNERS

Create your Partner account:

londondesignfestival.com/partners/sign_up

EXISTING PARTNERS

Log into your account: londondesignfestival.com/partners/sign_in

For more information please contact:

LDF PARTNERSHIPS TEAM

ldf.partners@londondesignfestival.com