

A large, decorated Christmas tree stands as the centerpiece in a historical kitchen setting. The tree is adorned with gold and silver ornaments, including pinecones, berries, and large bows. Warm white lights are strung around it. The background features a traditional kitchen with a large range, hanging copper pots, and shelves with white ceramic jars. In the foreground, a large copper bowl is visible, and a small portrait of Jane Austen is in the bottom right corner.

‘A Very Austen Christmas’

Royal Pavilion

2025-2026

Sponsorship Proposal



**BRIGHTON
& HOVE
MUSEUMS**



Celebrating Jane Austen's 250th

This festive season Jane Austen's much-loved characters pay a visit to George IV's Royal Pavilion in search of Christmas cheer!



JANE AUSTEN.

- ❖ This year marks the 250th anniversary of the world-famous pioneering Regency author Jane Austen's birth.
- ❖ Jane was much admired by George IV, who was said to keep one of her novels in every room. The feeling wasn't mutual; however, Jane dutifully dedicated the first edition of *Emma* to the Prince Regent.
- ❖ This Christmas Jane Austen will be the theme for the Royal Pavilion's spectacular Christmas display 'A Very Austen Christmas'. Visitors will encounter a cast of favourite characters from Mr Darcy, the Bennet sisters, Emma Woodhouse, Marianne Dashwood, Mr Knightley and Lady Betram's pug to name a few.
- ❖ Come with us and follow Jane, her friends and famous characters as they celebrate the festive season in true Regency style. There will be dramatic coaches, festive trees, tantalising banquets, stately balls and of course romantic encounters taking over the Pavilion to much delight!



‘A Very Austen Christmas’

- ❖ Visitors will enjoy themed Christmas trees, a family-friendly trail, carols, and costumed characters as the Royal Pavilion is transformed for a Regency-style celebration full of charm, atmosphere, and Austen-inspired delights.
- ❖ Keeping up tradition, we will be holding our annual sumptuous Christmas Banquets, inviting local community choirs to perform in the lavish Music Room and for this year only a special Jane Austen Cream Tea in the King William IV room.
- ❖ Children will be able to meet Father Christmas in his magical grotto or join Santa for story time inside the festive Red Drawing Room and gather around as he reads an interactive and enchanting children’s story.
- ❖ To celebrate the Royal Pavilion as one of the early homes of the Christmas tree, we will display a spectacular traditional tree outside the Royal Pavilion main entrance – THE place for festive photos with friends and family!
- ❖ **We are offering a range of sponsorship packages providing a unique opportunity to partner with Brighton’s very own Winter Palace this festive season.**



The Opportunity

Sponsorship of 'A Very Austen Christmas' will provide a unique opportunity to reach over 1.6million people in Brighton's most prestigious and festive location!

- ❖ Running from 22 November to 4 January, the Royal Pavilion will offer a spectacular Jane Austen themed experience and range of Christmas events for all ages.
- ❖ Reach over 1.6 million local, UK and International visitors and a diverse range of audiences.
- ❖ We estimate over 15,000 people will visit 'A Very Austen Christmas' and over 100,000 will visit the gardens and outdoor Christmas tree for festive photos.
- ❖ Multiple promotional and branding opportunities through a regional advertising and PR campaign, on-site displays, at events, paid and organic social media activity, presence on the Brighton & Hove Museum website and in members and patron's newsletters.
- ❖ Enjoy a range of special Christmas VIP and hospitality benefits only available to our sponsors!



Christmas Banquets and Carol Concert

Truly unique and memorable experiences this Christmas at the Royal Pavilion – Regency attire optional!

- ❖ We will be hosting four sumptuous Christmas Banquets on 12, 13, 19 and 20 December for 90 people each night.
- ❖ Guests are invited to celebrate Christmas in regal grandeur, with a drinks and canapé reception in the historic Great Kitchen, followed by a musical interlude in the spectacular Music Room, before taking seats for a three-course dinner with wine in the magnificent setting of the Banqueting Room.
- ❖ On 17 December we will hold a very special evening of Christmas Carols for 150 people, performed by two talented Sussex based choirs. The Music Room is the setting for the entertainment and during the interval, guests are invited to enjoy a glass of prosecco and a mince pie in the palace's beautiful Banqueting Room.



Father Christmas Grotto, Story Time and more!

A visit to the Royal Pavilion at Christmas is a family tradition for many, and this year will be more spectacular than ever as we follow Jane Austen's much-loved characters through the building.

- ❖ Father Christmas and his Grotto will take over the Adelaide Rooms at the Royal Pavilion and the Red Drawing Room for story telling during December, meeting over 2,000 local children and their families.
- ❖ Following last year's return of jolly Father Christmas to the Royal Pavilion (in partnership with Pier Pressure), the season's favourite character and his cheeky elves will take up residence again this December.
- ❖ New for 2025 due to popular demand, we will also be running magical story telling sessions with Father Christmas in the cosy Red Drawing Room.
- ❖ Children and families will be able to follow a fun and interactive children's discovery trail around the Royal Pavilion inspired by Lady Betram's infamous pug and enjoy Regency dress up stations.



Landmark Christmas Tree

We will display a beautiful traditional Christmas tree outside the Royal Pavilion to bring festive sparkle to the Pavilion Gardens.

- ❖ Our tree will be THE place for festive selfies and reach thousands of visitors, situated right in the heart of the estate where all the pathways and routes converge.
- ❖ Visitors to the Pavilion will be feeling the festive cheer before entering our characterful wonderland.
- ❖ The outdoor Christmas tree will also help fundraise for the work of Brighton & Hove Museums, helping to preserve and celebrate Brighton's unique history for future generations.
- ❖ Over 100,000 will visit the tree for a festive photo as they wander through the Royal Pavilion Estate.



Marketing reach

Brand partnership will provide significant exposure opportunities through our channels reaching over 1.6 million people.

- ❖ Regional PR and social media campaign (1,000,000+)
- ❖ Indoor and outdoor signage across the Royal Pavilion Estate and paid-for advertising across the city (500,000)
- ❖ Visitors to the Royal Pavilion (15,000) and to view the tree (100,000)
- ❖ Royal Pavilion website pages views (20,000+)
- ❖ Members and Patron's newsletters and subscriber emails (12,000)
- ❖ Brand presence at events and workshops (1,500)

We estimate over 80% of visitors will be from Brighton & Hove and the Sussex area.



Exclusive Benefits

Brand partnership offers a variety of potential benefits for your employees, clients and guests:

- ❖ VIP tickets for a Christmas Banquet at the Royal Pavilion
- ❖ Complimentary tickets to Father Christmas's Grotto
- ❖ Complimentary Royal Pavilion half day room hire
- ❖ Admission tickets to the Royal Pavilion for single use during the campaign
- ❖ 10% discount in our shops and cafes and 20% off venue hire in 2026
- ❖ Named annual passes for entry to the Royal Pavilion

Boost your CSR credentials - as we are a charity, money raised from sponsorship goes straight back into the running of the city's museums, preserving our heritage and inspiring visitors young and old.



Headline Sponsorship

All-inclusive sponsorship of 'A Very Austen Christmas' reaching over 1.6 million people.

- ❖ Headline sponsor of this year's Christmas display, including Father Christmas' Grotto and Story Time, Christmas Banquets and Concert and landmark Outdoor Christmas Tree.
- ❖ Prominent brand inclusion across all Christmas campaign collateral, outdoor tree signage, website pages, social media. Brand inclusion on outdoor advertising posters across Brighton & Hove. Inclusion in Brighton & Hove Museums Christmas press release.
- ❖ Company offers and promotions to our members, patrons and subscribers and potential retail opportunities.
- ❖ Access to all exclusive benefits including a table for 10 at a Christmas Banquet, 20 single tickets to the Royal Pavilion, 10 annual passes, 6 Santa's Grotto tickets, 10% discount in shops and cafes.
- ❖ Additional benefit of complimentary Royal Pavilion half day room hire and 20% off venue hire in 2026.

£10,000 + VAT



Children's programme sponsorship

- ❖ One co-sponsor opportunity for the magical Father Christmas Grotto, new Story Time sessions and Children's trails and activities.
- ❖ Prominent branding on the children's trail materials, Father Christmas events entry tickets, at the Grotto and Story Time sessions venues.
- ❖ Brand inclusion in Christmas campaign website pages, members newsletters and social media posts.
- ❖ Access to exclusive benefits; 5 places at a Christmas Banquet, 10 single tickets to the Royal Pavilion and 5 annual passes. 10% discount in shops and cafes and 20% off venue hire in 2026.
- ❖ Reaching > 600,000+ people

£5,000 + VAT



Outdoor Tree Sponsorship

Co-sponsor of the splendid outdoor Christmas tree.

- ❖ Three co-sponsor opportunities for the Outdoor Christmas Tree installation.
- ❖ Prominent branding on signage around the Christmas Tree.
- ❖ Brand inclusion in Christmas campaign website pages, newsletters and a social media post.
- ❖ Access to exclusive benefits; 2 places at a Christmas Banquet, 6 single tickets to the Royal Pavilion and 3 annual passes. 10% discount in shops and cafes and 20% off venue hire in 2026.
- ❖ Reaching > 350,000+ people

£3,000 + VAT

Thank you

For further information please contact Kate Rooks, Head of Fundraising
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Brighton & Hove Museums is a charity and your support will help us to preserve our city's historic buildings and collections for future generations, curate world-class exhibitions and deliver vital schools and community learning programmes.



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