



Explore the Palace of

DRAGONS

Magic
Myth
Mayhem

Royal Pavilion & Garden
Open daily

28 March –
1 November 2026

Sponsorship proposal 2026

Palace of Dragons

Welcome to the Palace of Dragons and step into a world of flight, fantasy and magic!

- The Royal Pavilion is globally famous for its exquisite chinoiserie interiors embellished with literally hundreds of exotic and mythical dragons!
- Visitors will enter a dazzling world of mythical dragons, travelling from east to west, all within the Royal Pavilion's stunning interiors.
- With exciting and unexpected interventions, family trails and events to enhance the experience, this is a must-see exploration of the power and beauty of the dragons that live inside the Royal Pavilion.
- Dragons will run from **28 March – 01 November 2026.**



Experience

Dragons have swooped into the Royal Pavilion. An adventure of magic, myth and mayhem awaits!

- Follow the dragons' footsteps and discover fearsome beasts and elegant symbols of myth and power through engaging interventions and a family trail.
- Families and children can go on a dragon quest, find dragon eggs on an Easter hunt and help the baby dragons find their way home.
- Whatever your age, search for dragons in the mirrors and listen to roaring dragons in the palace halls with plenty of photo moments.
- In the Prince Regent Gallery *Fire and Water: Dreaming of Dragons* takes you on a journey around the world, revealing how dragons have captured people's imagination in European and Asian cultures.



Target audiences

We anticipate 200,000 visitors to Dragons at the Royal Pavilion and a campaign reach of over 5M:

- Local, regional and UK families with children aged 4-12 looking for fun, imaginative and educational days out.
- UK (80%) and international visitors (20% key markets: France, Germany, USA, and China as an emerging growth market) exploring Brighton looking for unique attractions, visual spectacle and family-friendly activities.
- Young adults (18-45) who follow fantasy franchises such as *Game of Thrones*, *House of the Dragon*, *Lord of the Rings*, looking for immersive experiences, escapism, and shareable visuals.
- Adults (30-65+) interested in art, design, architecture and history, curious about the Pavilion's design heritage and symbolism.



Special events

We will curate an inspiring, educational and fun event programme throughout the exhibition run, including:

- Easter egg hunt during the Easter school holidays 28 March – 12 April
- Family dragon trail for the exhibition duration
- Curator talks on the history of the Royal Pavilion dragons
- VIP Dragons private view - 07 May
- Palace of Dragons Banquet - July
- Dragon craft workshops
- Dungeon & Dragons event - August



The Opportunity

- Sponsorship of 'Dragons' will provide a unique opportunity to promote your brand to UK and International family audiences at one of Britain's most iconic and loved attractions.
- Enjoy the rare prestige of showcasing your brand within a Royal Palace famous internationally for its unique Chinoiserie design.
- Benefit from multiple marketing, PR and social media engagement opportunities generating significant brand reach.
- Value added brand collaboration with unique VIP hospitality benefits such as private events for sponsors within the Royal Pavilion.



Dreaming of Dragons display & talks sponsor

In the Prince Regent Gallery at the Royal Pavilion, our Head Curator will create a special exhibition *Fire and Water: Dreaming of Dragons* that explores the myths, folklore and fascination with Dragons in the early 19th century showcasing rare objects from our collections.

- Branding within the gallery space dedicated to this fascinating exhibition (200,000 visitors)
- Branding on B&HM website (100,000)
- Branding at Curator talks (1,000)
- Social media campaign inclusion (500,000)
- Inclusion in an exhibition press release (1,300,000)
- Members, patrons, subscribers' comms (10,000)
- Access to a number of exclusive sponsorship benefits
- Reach 2 million people+

Easter family trail & egg hunt sponsor

Follow the dragons' footsteps and discover fearsome beasts through a fun family trail. Find dragon eggs on an Easter hunt and help the baby dragons find their way home.

- Press release inclusion (1,500,000)
- Branding on B&HM website (100,000)
- Branding on Easter egg hunt paper trail (10,000)
- Easter family trail social media campaign inclusion (500,000)
- Members, patrons, subscribers' comms (10,000)
- Access to a number of exclusive sponsorship benefits
- Reach 2 million people+

Palace of Dragons Banquet sponsor

A unique and memorable themed evening at our Palace of Dragons for up to 90 guests to dress up and enjoy a themed drinks reception, 3 course banquet and entertainment.

- Social media campaign inclusion (500,000)
- Digital ad campaign (1,000,000)
- Branding on B&HM website (100,000)
- Branding at the event on menu's and more (90)
- Access to a number of exclusive sponsorship benefits
- Members, patrons, subscribers' comms (10,000)
- Reach 1.5 million people+



Additional benefits

- Exhibition private view invitations for your employees and other stakeholders.
- Company offers and promotions to visitors and members.
- Potential product inclusion and promotion in our shops.
- 15% discount on venue hire.
- Admission tickets for single use during the exhibition.
- Named annual passes for entry to the Royal Pavilion.



Thank you

Brighton & Hove Museums is a charity, and we rely on sponsorship and donations to preserve and celebrate the city's historic buildings and collections for future generations, create world-class exhibitions and deliver vital schools and community learning programmes.

For further information please contact:

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