

MAKE
MAIDENHEAD

Spread some festive cheer

Maidenhead Christmas Lights

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Maidenhead Christmas Light Switch On is one of the town's most popular community events, bringing together thousands of residents, families and local businesses to celebrate the festive season.



Bringing the community together this Christmas

Taking place in the heart of Maidenhead town centre, the event creates a festive atmosphere with live entertainment, family activities, local food and drink, community performances and the much-loved Christmas lights countdown.



EVENT OVERVIEW

Location: Maidenhead town centre

Date: Saturday 21 November 2026

Time: 11am to 7pm

Expected Attendance: 4,000 peak attendance

EVENT HIGHLIGHTS

- Official Christmas light switch-on ceremony
- Live music and entertainment all day
- Fireworks (weather dependent)
- Community and school performances
- Family-friendly activities
- Indoor Festive market stalls
- Food and drink vendors
- Santa's grotto, funfair and festive attractions
- Social media and local media coverage



For sponsorship opportunities or further information, contact us:

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✉ business@rbwm.gov.uk



WHY PARTNER WITH US

The Maidenhead Christmas Light Switch On provides a highly visible platform for organisations looking to strengthen their community profile and support a much-loved local tradition.

- Demonstrate commitment to Maidenhead and surrounding communities
- Showcase corporate social responsibility and community investment
- Increase brand visibility among local families and residents
- Engage directly with attendees through activations and experiences
- Receive recognition across event marketing and promotional activity
- Associate your brand with a positive, family-focused community event

SPONSORSHIP OPPORTUNITY

Headline sponsor investment: £17,500

BENEFITS

- Logo featured on event marketing materials
- Prominent stage branding
- Dedicated social media promotion
- Opportunity for a representative to participate in the countdown and light switch-on ceremony
- Event activation space
- Inclusion in press releases and media coverage
- Recognition in event announcements



AUDIENCE, REACH AND IMPACT

The event attracts:

- Families with children
- Local residents
- Young professionals
- Community groups
- Local businesses
- Visitors from across the Royal Borough of Windsor & Maidenhead



This broad audience provides excellent brand exposure and community engagement opportunities.

Promotion typically includes:

- Social media campaigns
- Local press coverage
- Town centre advertising
- Community newsletters
- Partner communications
- Event website and digital channels



Estimated reach:

- Make Maidenhead social channels (6.6k average monthly reach)
- VisitWindsor and MyRoyalBorough social channels (297k average monthly reach)
- Royal Borough of Windsor & Maidenhead social channels (400k average monthly reach)



The Christmas Light Switch On delivers significant benefits by:

- Encouraging community participation
- Supporting local businesses and town centre footfall
- Creating a safe, inclusive and family-friendly celebration
- Enhancing civic pride and festive wellbeing
- Providing free entertainment for residents and visitors