

Spread some festive cheer

Windsor Christmas Lights

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The Windsor Christmas Light Switch On is one of the Royal Borough's flagship festive events, bringing together residents, businesses and visitors in one of the country's most iconic destinations.



A celebration in the heart of Royal Windsor

Taking place in Windsor town centre, with the iconic Windsor Castle as its backdrop, this much-loved event transforms the town into a festive destination filled with live entertainment, community performances, seasonal attractions and the eagerly anticipated Christmas lights countdown.



EVENT OVERVIEW

Location: Windsor town centre

Date: Saturday 14 November 2026

Time: 11am to 7pm (tbc)

Expected Attendance: 5,000+ peak attendance

EVENT HIGHLIGHTS

- Official Christmas light switch-on ceremony
- Live music and entertainment throughout the day
- Community and school performances
- Family-friendly festive activities
- Christmas market stalls
- Food and drink vendors
- Fairground rides and entertainment
- 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 Windsor Christmas Light Switch On provides a highly visible platform for organisations looking to strengthen their community profile and support a much-loved local tradition.

- Associate your brand with the historic and prestigious Windsor destination
- Demonstrate commitment to the local community and visitor economy
- Engage with thousands of residents, families and visitors
- Benefit from extensive event marketing and promotional activity
- Support Windsor town centre businesses during the festive trading period

SPONSORSHIP OPPORTUNITY

Headline sponsor investment: £17,500 + VAT

BENEFITS

- Naming rights: Windsor Christmas Light Switch On presented by **[sponsor]**
- Premium logo placement across event marketing
- Main stage branding
- Participation in official countdown and switch-on ceremony
- Prime activation space
- Press and media recognition



AUDIENCE, REACH AND IMPACT

The event attracts:

- Local residents from across the Royal Borough
- Families and young people
- Local businesses and community groups
- Domestic visitors to Windsor
- Seasonal shoppers and festive tourists



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

Suggested taglines:

- Celebrate Christmas in Royal Windsor
- Lighting Up Royal Windsor Together
- Bringing Festive Magic to Windsor



Estimated reach:

- VisitWindsor and MyRoyalBorough social channels (297k average monthly reach)
- Make Maidenhead social channels (6.6k 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