



HARROW
FIREWORKS

MEDIA PACK 2026

THE FIREWORKS DISPLAY AND FESTIVAL 2026

Fireworks event and festival. ALSO HARROW DIWALI EVENT.

With our area wide advertising campaign with the potential to be seen by millions of people in and around Harrow Barnet, Brent, Hillingdon and Ealing.

Our client are families from all walks of life, with one common interest.
That's to enjoy a family event that brings people together.

Harrow, Brent and Barnet Fireworks festival, info@harrowfireworks.co.uk, 0741 222 444 6,
David Silber producer. Location Byron Park, Peel Road, Harrow, HA3 7QX

HARROW FIREWORKS DISPLAY BRAND EXPOSURE

SPONSORSHIP BENEFITS

All material published will have our headline and secondary Sponsors branding on it. This includes, banners, posters, flyers, newspaper ads and tickets. You will also have a space for a large marquee at the event if you wish to bring one, plus up to 10 meters of banner space on the event day. You would also have the opportunity to give out printed material to customers exiting the park after the event. There may be an opportunity for us to take your logo and **project it through a laser and onto a 50 foot wall of smoke** in mid air so every one can see your brand.

POPULATION IN EACH BOROUGH

Harrow 280,000

Brent 350,000

Barnet 380,000

Hillingdon 310,000

OUR EVENT IS

Highly multicultural
Very family orientated
Diversity of culture
Community spirit
Community event
Family atmosphere

BRAND EXPOSURE

Mass media: Your brand on a 50 foot wall of smoke in mid air at the event.

Print: banners, bill boards,
posters, flyers

Digital: websites, social media, ads
Verbal: distributed media,
event exposure

2026'S SHOW

Last year's patrons included the

Sovereign Network Group | Comfort Inn hotel chain and Lyca Mobile the telecommunication brand.

● Attractions at the Fireworks

World food fair

Charity zone

Local business zone

Funfair

Live entertainment

20 minute pyro musical

display

- Our event is a family event, and therefore it attracts just that, families.
- Our demographic is extremely varied, with many different cultures and walks of life.
- We advertise this event as a fireworks celebration and event, NOT Just as A Guy Fawkes night, but also a the largest Diwali celebration in North West London
- Harrow Brent and Barnet are very diverse areas with many cultures.
- We work very closely with the neighbours and Harrow Council

OFF LINE CAMPAIGN

OFF LINE MARKETING CAMPAIGN

BANNERS

In 2025 we had over 50 banners in prime locations around the area. Strategically located for maximum exposure. We worked out that our banners are seen by over 2.5 million cars

FLYERS TO SCHOOLS

Hand delivered 60,000 to every child in harrow and some other schools on the neighbouring boroughs

FLYERS DOOR TO DOOR

100,000 flyers.

FLYERS OUT AND ABOUT

120,000 flyers were hand distributed outside

- Shopping centres

POSTERS

2000 A3 and A2 SIZE POSTERS,
Appearing in many shops in Harrow and other local areas
250 large A1 posters in partners venues and advertising areas.

300 COREX BOARDS

3ft x 2ft on street railing and within schools

MEDIA COVERAGE

METRO quarter page ad in the Metro in their what's on section.

Our WOWCHER.CO.UK deal blasted to over 250,000 people via ads and emails.

Radio ads on Heart radio, Harrow community radio, chat and spin internet radio,

NEWSPAPERS | MAGZ

Newspapers ads in
My Families magazine,
The Times in Harrow, Edgware, Mill Hill, Totteridge, Barnet, Greenford, Hillingdon.
The Uxbridge Gazette

ON LINE MARKETING CAMPAIGN

WEBSITES

14 WEBSITES, WHICH ARE ALL
LOCATION SPECIFIC | PLUS
HARROW ONLINE

PAGE 1 RANKINGS ON GOOGLE, ON
COUNTLESS TERMS

WEB TRAFFIC THATS COUNTS OVER
10K A DAY

HARROW ONLINE | THE LARGEST
NEW PORTAL IN 3 LONDON AREAS

EXPOSURE ON 200 DIFFERENT WEBSITES.
INCLUDING: HARROW ONLINE |
LONDONVIEW.CO.UK | TIMEOUT.COM |
HARROW.GOV.UK | TIMES AND MANY
MORE

E-MAIL AND PHONE
over 40,000 6 separate times/ 4K phone
numbers

SOCIAL MEDIA

Through our network of social media partners,
including a major collaboration with Harrow
Online, the largest community portal serving three
London boroughs, we help your message reach
thousands of local people.

FACEBOOK

Facebook page and networked pages over SUBS 150,000 likes

INSTAGRAM

networked pages over SUBS 250,000 likes

TICK TICK

networked pages over SUBS 290,000 likes

TWITTER

networked pages over SUBS 60,000 likes

comprehensive social media ads campaign.

WOWCHER

WOWCHER.CO.UK deal blasted to
over 250,000 people via emails 3 separate times.

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PARTNERED SCHOOLS AND CHARITIES

We Partner with different schools and charities every year. In 2015 we offered our largest donation amount to date. We gave back up to 50% of revenue from their ticket sales, back to our Partnered schools and charities.



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**2026
YOUR CHANCE
TO JOIN WITH US**

**PARTNER WITH US
FOR MASSIVE
BRAND EXPOSURE**

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FULL BRAND EXPOSURE

ONLINE

15 websites.

Page 1 impressions on Google

300,000 hits a month

Over 200 blogs and articles on other website.

Google Adwords (Pay Per Click)

Harrow Online, partnership

PAID ADS (Pay Per Click)

Social media on Facebook, Instagram and Tick

tok. Linked social media pages,

Ads on WOWCHER.CO.UK and an E-mail blast
sent to over 250,000 people.

E-MAIL AND PHONE

over 40,000 6 separate times/ 4K phone
numbers

OFFLINE

Newspapers - Metro, Times, My Families magazine,
The Gazette, Sunday times, over 3 million readers.

Flyers - 180,000 hand delivered outside school,
train stations and high traffic areas.

Flyers - 100,000 delivered door to door.

2000 Posters in shops and high traffic areas in
various sizes.

Banners in prime locations on street furniture,
and in high traffic areas,
seen by over 2.5 million cars and pedestrians.

Local radio station

Exposure at the event (stalls)

LEVELS OF PARTNERSHIP

HEADLINE SPONSOR

FEATURES

Your branding on all banners

in spotlight positions.

Your branding within all our newspapers
ads in spotlight positions.

Your branding in spotlight positions on all printed media.
(flyers, banners, posters, stickers and tickets)

Your branding in spotlight position on
all digital platforms.

Your LOGO and Exposure on: harrowonline.co.uk
Timeout.com
Harrow.gov.uk
Times.co.uk
Many more...

Social media promoted posts

Exposure/stall at the event

BENEFITS

50 banners passed by over 2.5 million cars and .

Exposure within our newspaper
ads The Metro, The times, The observer and the
gazette with a readership into the millions.

280,000 hand delivered flyers

100,000 door to door delivered flyers

Your branding on all printed media
in top positions.

Your ads, web banners, advertorial seen by over
300,000 on our 14 websites.

Seen by millions of unique visitors a day and
many of the UK's leading information and
magazine style sites and directories.

Our social media campaign has the potential
to reach 1.5 million people.

A captive market of of thousands visitors

LEVELS OF PARTNERSHIP

PLATINUM SPONSOR

FEATURES

Your Logo within our local newspaper ads in secondary positions.

Your branding in secondary positions within all printed media. (flyers, banners, posters, stickers and tickets)

Your branding in secondary position on all our digital platforms.

Social media promoted posts

Exposure/stall at the event

BENEFITS

Exposure within our newspaper ads The Metro, The times, The observer and the gazette with a readership into the millions.

280,000 hand delivered flyers

100,000 door to door delivered flyers

Your branding on all printed media at the top next to the Harrow fireworks Logo.

Your ads, web banners, advertorial seen by over 300,000 on our 14 websites.

Our social media campaign has the potential to reach 1.5 million people

A captive market of thousands of visitors

LEVELS OF PARTNERSHIP

SILVER

GOLD

Your branding and advertorials
on all our websites.

Your branding within our
flyers and posters.

Banner ads on all websites.

Social media promoted posts

Exposure/stall at the event

Website banner ads

Your branding within
our flyers and posters.

Social media posts.

Social media promoted posts

Exposure/stall at the event

BRONZE

Website banner ads

Social media posts.

Exposure/stall at the event

STANDS

AND STALLS

A pitch outdoors. The ability

to exit flyer
our customers.

1 x posts on our
social media network

A mention on our website

EXECUTIVE SUMMARY

HARROW
FIREWORKS

Sponsoring is an opportunity for massive brand exposure, and also a very exciting day out for you and your employees. Partnering with Harrow fireworks display and festival is extremely cost effective and the potential gains and return on investment greatly outweigh the costs. If you were to invest in the show, you would be putting your best foot forward and showing the borough that you are dedicated to the heart of the community especially here in Harrow.

As Harrow fireworks display is a family orientated and multi cultural event, we see it fit to align with most business advertising models and objectives.

Thank you very much for taking the time to read and evaluate this presentation, we hope that it has inspired you to partner with Harrow Fireworks Display and festival in 2026. If you are considering sponsoring this event in any way please contact us ASAP and we can discuss the level of involvement that you may be interested in. If you have enquiries please don't hesitate to contact us info@harrowfireworks.co.uk or 0741 222 444 6

YOURS SINCERELY

David Silber

The Producer and Organizer
of Harrow Fireworks

website: www.harrowfireworks.co.uk