

NATIONAL COAL MINING MUSEUM



Unmissable Sponsorship Opportunities as an Event Partner in 2025

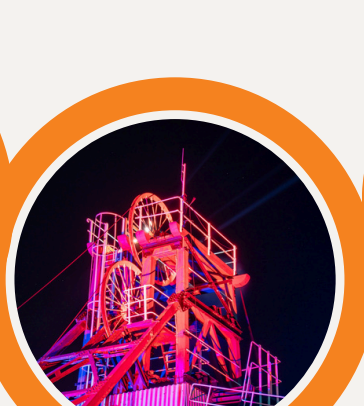
Light Up Festival – 21st to 23rd November 2025

A free, three-day festival featuring a dazzling display of illuminations, light, art and performances that will enchant visitors of all ages. This annual festival features a stunning array of light displays, pop-up activities including fire artists, storytelling, carols and music from a local Brass Band.

Adding to the festive spirit, Santa makes a very special appearance, arriving at the Museum in preparation for the Santa Underground visits where he meets families, sharing gifts and capturing Christmas wishes until he returns to the North Pole on Christmas Eve.

Ending the three-day extravaganza will be a magical lantern parade on Sunday 23 November at 5:30pm. The night will be illuminated with lanterns of all shapes and sizes, creating a magnificent parade that will light up the evening sky. The lanterns are made by the local community including volunteers from the Museum, local school children and groups. It gives people the opportunity to come together with their colourful creations and parade while being accompanied by a local Brass Band.

Lynn Dunning, CEO of the National Coal Mining Museum England, said: “We are always excited to welcome visitors from near and far to the Museum for our annual **Light Up Festival**. It’s important that we celebrate our rich heritage of coal mining, and it will be brought to life through stunning light displays, interactive experiences, and festive activities. It’s not only a magical way to start the festive season but the perfect way to find out more about our past. We love sharing this enchanting experience with families and friends, on what is an incredible three days.”



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Sponsorship Opportunities Available:

- Event Headline Sponsor – £5,000 & VAT
- Entertainment Sponsor – £2,500 & VAT
- Film Screening Sponsor – £1,000 & VAT
- Lantern Parade Sponsor – £2,500 & VAT

Sponsorship Benefits Include:*

- Your brand name reaching 1,000s of visitors to the 3-day event
- Your brand associated with a National Museum with an International reach & strong local presence.
- An opportunity to showcase your name and products at the festival
- Acknowledgement across NCMME social media platforms (48k followers) and website.
- Acknowledgement and logo on all event marketing and promotional materials
- Acknowledgement in the NCMME What's On Guide & Festival Event programme
- Thank you acknowledgements throughout the festival
- Corporate away day/volunteering opportunities including a mine tour for your staff
- VIP Access to selected events for your staff

*Benefits are subject to type & value of sponsorship package



Interested in supporting
this event?



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