



Historic
Royal Palaces

Historic Royal Palaces is
the charity that looks after:

- Tower of London
- Hampton Court Palace
- Banqueting House
- Kensington Palace
- Kew Palace
- Hillsborough Castle

We help everyone explore
the story of how monarchs
and people have shaped
society, in some of the
greatest palaces ever built

We raise all our own funds
and depend on the
support of our visitors,
members, donors,
sponsors and volunteers.

Explore,
Engage,
Entertain.

www.hrp.org.uk



Historic
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Explore,
Engage,
Entertain.

A historic royal partnership

Historic Royal Palaces is an independent
charity that looks after the **Tower of
London, Hampton Court Palace, Banqueting
House, Kensington Palace, Kew Palace and
Hillsborough Castle.**

Our aim is to help everyone explore the
story of how monarchs and people have
shaped society, in some of the greatest
palaces ever built.

At Historic Royal Palaces we work closely
with all our corporate partners in distinct
and different ways. From **client entertaining**
opportunities in our glorious venues and
effective brand messaging, to delivering
staff benefits or enhancing your **Corporate
Social Responsibility programme**, we create
rewarding partnerships that meet your
business aims and objectives.

Through sponsorship of **specific exhibitions**
and our award-winning **Learning &
Engagement** programmes, or via our
enormously successful **Corporate Membership**
scheme, a partnership with Historic Royal
Palaces not only represents excellent value
but offers privileged access and uniquely
varied opportunities.

Immerse your company in six palaces that
span nearly a thousand years of history, with
a myriad of stories and treasures to share.

It is perhaps easiest to think of Hampton Court as the 'story of two palaces': a Tudor palace, established by Cardinal Wolsey and made even more magnificent by Henry VIII, alongside a baroque palace built by William III and Mary II.



Hampton Court Palace

Originally a private country house, the building was acquired by William III and Mary II in 1689 and was adapted for royal residence by Sir Christopher Wren

Kensington Palace



The Banqueting House was used to provide entertainment for Charles I, and was later the scene of his execution.

Banqueting House



Tower of London

In the early 1080s, William the Conqueror began to build a massive stone tower at the centre of his London fortress. Nothing like it had ever been seen before.

Kew Palace

The history of Kew Palace stretches from its modest beginnings as the home of a rich merchant in love to the arrival of the Georgian royal family and the 'madness' of King George III.



River Thames



Historic Royal Palaces in numbers...

4m

visitors p.a.
across Historic
Royal Palaces

35

spectacular
entertaining
spaces

6

magnificent
palaces

40m

projected audience ambition
through visits to the palaces
and digitally by 2018

230k

school visits per year

500k

the projected increase in
reach through our Learning
& Engagement programme
by 2016

390k

unique users per
month at hrp.org.uk

44k

facebook likes

1.8m

advertising
spend p.a.

28k

twitter followers

70k+

members

75%

of our London audience will
have had an opportunity
to see our advertising
campaign

570k

overseas visitors to the
palaces during July
and September

2.9m

sales leaflets distribution
per annum

Corporate Membership: Engage and inspire

Corporate Membership offers companies an exclusive relationship with Historic Royal Palaces, with corporate members enjoying an exciting package of benefits to engage and inspire clients and staff, including:

- Complimentary and discounted hire of our magnificent and varied entertaining spaces
- Unlimited daytime access for staff
- Enhancement of your Corporate Social Responsibility programme including visits for your chosen schools, colleges or charities and a wide variety of volunteering opportunities for staff
- Discount in Historic Royal Palaces shops for staff
- Free guidebooks
- Workplace talks and lectures
- Guided tours for VIP guests
- Early morning tours of The Jewel House
- Invitations to special events and private views
- Regular updates and newsletters
- Acknowledgement of your support on our website and in our Annual Review
- Discounts on corporate gifts

**Gold Membership from
£50,000 + VAT per annum**

**Full Membership from
£25,000 + VAT per annum**

**Associate Membership from
£10,000 + VAT per annum**



Sponsorship opportunities: Make an Impact



Exhibition sponsorship



Hillsborough Castle



Conservation and Collections
Care Sponsorship



Gala sponsorship

By sponsoring an exhibition, project or event at Historic Royal Palaces you will be reaching the 4 million visitors we welcome from all over the world each year to our palaces.

Highly effective branding and accreditation, from prominent onsite placement to acknowledgement on our marketing and advertising, allows our sponsors to align themselves and their message with a prestigious and respected organisation across six palaces that are cherished by the public.

Historic Royal Palaces adopts a flexible approach to creating strong partnerships with businesses and works successfully with a wide range of companies and brands to achieve their objectives.

These partnerships not only afford your company brand exposure but also a range of benefits from client entertaining and staff engagement opportunities to enhancement of your Corporate Social Responsibility programme.

Starting from £50,000, there are many opportunities for corporate engagement including:

- **Headline palace sponsorship**
- **Sponsorship rights on capital projects and exhibitions**
- **Sponsorship rights on our Learning & Engagement programme**
- **Digital partnerships**
- **Gala sponsorships**
- **Conservation and Collections Care sponsorships**
- **Sampling and branding opportunities for products and services**
- **Advertising on over 4m Historic Royal Palaces tickets**



The Magic Garden

Our past, our palaces, our future

Fulfilling our corporate social responsibility. Together.

Our Learning and Engagement programme exists to create opportunities for all people to explore the story of how monarchs and people have shaped society, in some of the greatest palaces ever built.

We have embarked on a bold and ambitious expansion of our programme that will transform the scale and impact of learning and engagement for all audiences. Our new approach will make learning even more central to how our audiences explore the stories of the palaces on-site, off-site and online and will be fully fused into the heart of Historic Royal Palaces.

Within all of our programmes we also seek to target and engage people who do not currently come to our palaces because of social, cultural, financial or physical reasons, particularly in the local areas around our palaces. The Learning & Engagement Programme is made up of talks, workshops, missions, events, festivals, publications, digital products, resources and training. **Highlights that are available for sponsorship include:**

Explorer Programme

Our new flagship engagement provision for children and young people, their families, teachers, and community leaders. We will deliver active learning experiences, like new digital missions for 'Time Explorers' (age 4-11) and a new offer for 'Tiny Explorers' (age 0-3).

Development of our digital hub

We are forming a new multi-channel production hub that will help to create and deliver learning content in even more delightful, surprising and innovative ways. We welcome partnerships that help us extend our reach to the widest of all possible worlds!

Uncover Programme

A broader and richer programme for everyone – from beginners guides and expert lectures to a multi-sensory learning programme developed with people with dementia, mental health issues and learning disabilities.

All opportunities to sponsor our Learning and Engagement programme are put together on a “bespoke” basis and can be **built to enhance your own Corporate Social Responsibility programme**. Contact us to find out more.

Family Festivals

Large-scale events offering families an exciting range of things to do, see and join in with. Our onsite festivals will make HRP a 'go to' destination for families. Our flagship festival, **Tudors on Tour**, will bring to life this fascinating era through stories from our palaces and the sights, sounds, tastes and smells of the time.



Our partners: Success stories



Over the years we have delivered, in partnership with our donors and sponsors, a wide variety of ambitious and ground-breaking projects.

In 2011 we successfully completed the conservation and re-presentation of the White Tower at the Tower of London.

Support from Man Group plc Charitable Trust ensured that over 2.5m visitors a year are now able to appreciate this striking and historic building in all its glory whilst in return Man Group were able to promote their brand to our visitors, as well as the countless numbers of people who passed the walls every day and saw our adverts both across London and the wider UK.

Receiving glowing reviews and extensive, worldwide press coverage, the “Fashion Rules” exhibition, opened in 2013 at Kensington Palace. Estée Lauder Companies was seeking a sponsorship opportunity that associated themselves with the qualities of grace, elegance and style – the driving forces behind their company and its values and felt that Historic Royal Palaces, Kensington Palace and “Fashion Rules” were the perfect associations to project and reflect these qualities and values.

The Diamond Jubilee year saw us unveil the newly re-presented Jewel House at the Tower of London, sponsored by the De Beers Family of Companies and Forevermark. De Beers’ name has always been synonymous with diamonds and the most beautiful, most responsibly sourced diamonds in the world. The aim of this partnership was to consolidate these messages,

in the eyes of the world, through associating with the most famous and most important diamonds and jewels in the world.

3i have worked with us in the field of Learning & Engagement since 2008, including supporting the creation of community spaces at Kensington and covering the salary costs for a Youth Outreach Worker whilst Mitsubishi Electric Corporation have helped us develop our programmes, notably by supporting the creation of a media library.

This media library is a key aspect of our overall Learning & Engagement programme and our aim to reach out to 40 million people by 2018.

Since 1998, we have worked with a varied and dynamic mix of corporate members, partners and sponsors and delivered unique, exclusive benefits – every one, a historic royal partnership.



A large, diverse crowd of people is gathered in a park-like setting with trees and a fountain in the background. In the foreground, a man and a woman are dressed in elaborate historical costumes. The man wears a gold and green robe with a white fur collar and a black hat with a white feather. The woman wears a patterned dress with a red and gold skirt. They are walking towards the camera, surrounded by the crowd. The text is overlaid on the top left of the image.

**Now is the perfect
time to join with us.**

**You, your company
and the Palaces.**

**A historic royal
partnership.**



For more information please contact
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