



celebrating
90
Years of Play

Playday Sponsorship

5th August 2026

Celebrating 90 years of play
Support our free community play
event full of creativity and
discovery!

IN COLLABORATION WITH



NHS

Great Ormond Street
Hospital for Children
NHS Foundation Trust



About the event

Playday 2026: 90 years of play

[Watch how Playday unfolded last year!](#) 

Playday at Coram's Fields is part of the national Playday celebration, championing every child's right to play. Attracting around **5,000** children and parents each year, this event offers a safe, inclusive space where children can explore, learn, and build connections.

This year is even more special, as we're turning 90 years old! Anticipate some unique features for this year's Playday, paying homage to the generations of children

- **Exciting entertainment for all years** - live performances, sports tasters, face painting, an inflatable obstacle course and more!
- **Inclusive play spaces** - a dedicated quiet zone, supported by GOSH staff, providing a range of sensory-based activities and resources
- **Guest appearances** - children's favourite mascot characters, artists, and a variety of screen-inspired activities
- **Radio Lollipop** - the magic of Playday brought to the children at GOSH, through streamed live performances



Who you'll reach at Playday 2026

By sponsoring Playday, you'll bring joy to thousands of children as well as have the opportunity to connect with highly engaged families, young professionals, and local communities in Central London.

Coram's Fields is your local charity providing vital community space and services for children, young people, and families across central London – uniting communities from Camden and beyond.

Your brand in front of 15,000+ people across in-person, digital, and media channels



Event attendees (5,000+ in-person)

- Families from Camden, Islington, and Westminster
- Parents aged 25-45, key decision-makers in household spending
- High engagement from socially conscious, community-focused families
- GOSH staff, patients, and families
- A diverse audience, reflecting the cultural and social fabric of central London

Digital & media reach:

Facebook - 3,222
Instagram - 5,773
Newsletter - 1,710 subscribers
Press & local media coverage incl. Camden New Journal, Time Out London, and Islington Tribune

What our partners say

“Play Day at Coram's Fields gave us the opportunity to connect with thousands of families across London in a truly joyful setting. The NBCUniversal Play Zone was one of the highlights of the day, and knowing that our sponsorship helped keep this incredible event free for every child made the experience even more meaningful.”

Louise Hanratty, NBC Universal



“We are very happy that we had an opportunity to contribute and look forward to getting involved again this year!”

Dmitry Amelin, SEFE Energy



“As Chair of the Young People’s Forum, it was really special to be part of the event, knowing just how impactful it would be for so many patients and families.”

Jess Gould, Great Ormond Street Hospital



Playmaker Hero

£5,000

Amplify your brand's impact while creating a lasting difference in the community.

As our **Principal Sponsor**, you'll benefit from exclusive marketing exposure, opportunities to engage your team, and a meaningful role in supporting children and families at Playday 2026.



Your sponsorship benefits

Premium brand visibility - Your logo will be featured prominently on:

- Playday event banners and promotional materials
- Radio Lollipop stream, reaching children and families outside of our gates
- Coram's Fields social platforms and newsletters, with a combined reach of over 10,500

Employee engagement & CSR

- Opportunity to host a branded stall or activity, allowing for direct engagement with thousands of attendees
- Priority access to volunteering opportunities for your team

Exclusive recognition

- Referenced as the Principal Sponsor in event comms
- Name a PlayDay activity after your business

Contact us early to secure your activation spot

Playmaker Partner £2,500

As a **Playmaker Partner**, your business will benefit from valuable visibility and the chance to engage employees in a rewarding CSR initiative at Playday 2026.



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Playmaker Friend £1,000

Launch your local presence by getting involved in Playday 2026 as a **Playmaker Friend**.



Your sponsorship benefits

Premium brand visibility - Your logo will be featured prominently on:

- Playday event banners and promotional materials
- Inclusion in a pre-event sponsor thank you social post across Facebook and Instagram (8,500+ followers)
- Mention in one newsletter (1,710 subscribers)

Employee engagement & CSR

- Priority access to volunteering opportunities for your team

Want a branded stall and dedicated social coverage? Ask us about Playmaker Partner!

Keep Playday free for every child

Join us in making our 90 year celebration a
success!



Sponsorship spaces are limited - contact us by
1st July 2026 to secure your tier

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2026