

Commercial Sponsorship & Partnership  
Marketing Opportunities



A celebration of

# PRINCESS DIANA

Through the lens of her official  
photographer Anwar Hussein &  
his sons Samir & Zak

25<sup>th</sup> May - 2<sup>nd</sup> September 2024

Dockside Vaults,  
St Katharine Docks,  
Tower Bridge,  
London





## PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION

LONDON, 25<sup>TH</sup> MAY – 2<sup>ND</sup> SEPTEMBER 2024

**A Must-See Photography Exhibition In Central London -  
Showcasing Princess Diana, The People's Princess.**

The first-ever, walk-through photography exhibition that tells the untold story of how Princess Diana changed the world – through the lens of her official photographer Anwar Hussein and his sons Samir and Zak, is coming to LONDON.

Pairing a stunning visual journey of her most recognisable and iconic photographs with exclusive, never-heard-before stories from her official photographers.

The exhibition traces Diana's emotional path as she modernises motherhood, revolutionises fashion and shows the world how to be human.

Images of Princess Diana taken by Anwar, sit side by side images taken by his sons Samir and Zak.

- Diana at the Taj Mahal next to an image of William & Kate in the same venue
- Diana & Charles at the polo next to an image of Harry & Meghan at the polo
- Diana & Charles with baby William next to an image of Kate & William with baby George

**We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024 including: Presenting Sponsor; Official Partners; and Official Supporters...**

## Be Part of The Experience...



## QUICK FACTS

Princess Diana was the most famous and photographed person in the world from 1980-1997 and is very much in the media spotlight given the success of the recent Netflix series The Crown - # 1 in 37 countries including the UK, US, Canada, Australia, Germany, Italy, and France.

2.5 Billion viewers watched her funeral in 1997 - this is before streaming and social media!

### 100,000+ ATTENDEES

Older Women &  
Their Daughters

### VENUE

Dockside Vaults, Ivory House,  
St Katharine Docks, London.  
Near Tower Bridge

### STUNNING VISUAL JOURNEY

75+ World-Famous Photographs  
and Renowned Custom Art  
Installations Paired With  
50+ Exclusive, Never-Hear-  
Before Stories From Diana's  
Official Royal Photographer  
& Trusted Companion, Anwar  
Hussein & His Sons Samir  
And Zak

### 101 DAYS

25<sup>th</sup> May – 2<sup>nd</sup> September

### DURATION

1-Hour

### TICKETS

From £17 at  
[princessdianaexhibit.com/london](http://princessdianaexhibit.com/london)

### 5 MILLION FOOTFALL

Annual Footfall St Katharine  
Docks - Plus Other Events  
Throughout Year. 8/9 June  
Special Forces Day In Marina

### PRIVATE CORPORATE TOURS

Venue Space Available  
Exclusively

### FULLY AUTOMATED AUDIO GUIDES

Child & Adult Versions

### £300K MARKETING SPEND

### 10 X BUS WRAPS

On Back of Golden Tours  
Sightseeing Buses Around  
London

### 250,000 LEAFLETS

Over Three Months

### FOUR MONTH CONSUMER PR SUPPORT CAMPAIGN

Targeting Long-leads;  
Listings; Short-leads;  
Influencers / bloggers

### AROUND THE WORLD

Since Launching In 2021, The  
Exhibition Has Become A Fan  
Favourite Around The World

Other Cities Visited, Include:  
Toronto, Los Angeles, Chicago,  
Washington, Melbourne

Future Cities Include:  
Perth, Sydney & Brisbane





## SPONSORSHIP PACKAGES

We have developed packages for PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024 to suit a wide range of potential partners...

### TIER 1: PRESENTING SPONSOR X 1

One Presenting Sponsor with naming rights to the exhibition [Presenting Sponsor Name] PRESENTS... PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024

Includes:

- Naming rights to exhibition
- Opening / Press Night VIP access x up to 30 x VIP passes
- Exclusive venue hire for Private Tour with Exhibition Photographer –
- A Breakfast With... or An Evening With... up to 100 pax
- Complimentary VIP tickets x 100 pax
- Complimentary Entry tickets x 500 pax

### TIER 2: OFFICIAL PARTNERS X 4

Up to four Official Partners with access to exclusive private tours with photographer

Includes:

- Right to associate as an Official Partner
- Opening / Press Night VIP access x up to 10 x VIP passes
- Exclusive venue hire for Introductory Talk & Private Tour with Exhibition Photographer –
- A Breakfast With... or An Evening With... up to 100 pax
- Complimentary VIP tickets x 50 pax
- Complimentary Entry tickets x 250 pax

### TIER 3: OFFICIAL SUPPORTERS X 10

Packages for businesses who would like to support PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024

Includes:

- Right to associate as an Official Supporter
- Introductory Talk & Private Tour with Exhibition Photographer...up to 50 pax including complimentary drink and programme
- Complimentary VIP Tickets x 20 pax
- Complimentary Entry Tickets x 50 pax



## VISITORS

Leveraging Fashion, Art, Entertainment, History, and Royal  
Intrigue to tap into a coveted and loyal demographic.

### CORE AUDIENCES

HOBBYIST  
PHOTOGRAPHERS  
ROYAL FANS



### PRIMARY VISITOR

OLDER FEMALE



### OCCASIONS

MOTHER & DAUGHTER TIME  
FAMILY OUTING  
PRE-THEATRE VISIT  
ROYAL FIX





## EXHIBITION HIGHLIGHTS

A stunning visual journey of 75+ world-famous photographs and renowned custom art installations paired with 50+ exclusive, never-heard-before stories from Diana's Official Royal Photographer and trusted companion, Anwar Hussein and his sons Samir and Zak.

This front row walk through history tells the untold story of how a Princess changed the world, intimately narrated by the three photographers themselves.

- First time the photographs have been shown in the UK.
- Official and licenced photography from Diana's official photographer.
- Through larger-than-life images, bespoke art installations, and first-hand narration, visitors will experience the emotional passage of the People's Princess.
- A superbly written audio accompanies the images making it a truly immersive experience.
- Exclusive and vivid stories delve into the moments that led to some of the most memorable images captured in history.

### BE PART OF THE EXPERIENCE

Multiple immersive and photo opportunities elevate guest experience & provide special moments to commemorate their visit, post on social media, and share their experience with others.

PHOTO OPPORTUNITIES



GREEN SCREEN TECHNOLOGY

BESPOKE ACTIVATION AREA



INSTAGRAMMABLE MOMENTS



## EXHIBITION HIGHLIGHTS

### THE PHOTOGRAPHERS

From Kings of Rock and Roll to the Royal Family, Tanzania-born Anwar Hussein blazed a storied career with his photojournalist work beginning in his teens. He cut his teeth covering the refugees fleeing civil uprising in the Belgian Congo (later Zaire) for the United Nations.

When Anwar and his camera arrived in England, his reputation for captivating naturalistic portraits of music legends that included Rod Stewart, Elton John, John Lennon and Yoko Ono, The Who, Bob Marley, The Bee Gees, and The Sex Pistols quickly established him as one of the most sought-after photographers of the 1960s.

Hollywood called, and Anwar added to his portfolio photoshoots from films like The 24 Hours of Le Mans, Papillon, Tommy, the Bond movies, as well as stars like Steve McQueen. With his unique style and embracing his less restrictive style of reportage, Anwar was named Official Royal Photographer, capturing some of the Royal Family's most iconic images and historic moments. A new dynasty is born as Anwar's two sons, Samir and Zak, carry on the family tradition by photographing this generation's Royals and celebrities, entrancing the world with their eye for detail.





## EXHIBITION HIGHLIGHTS

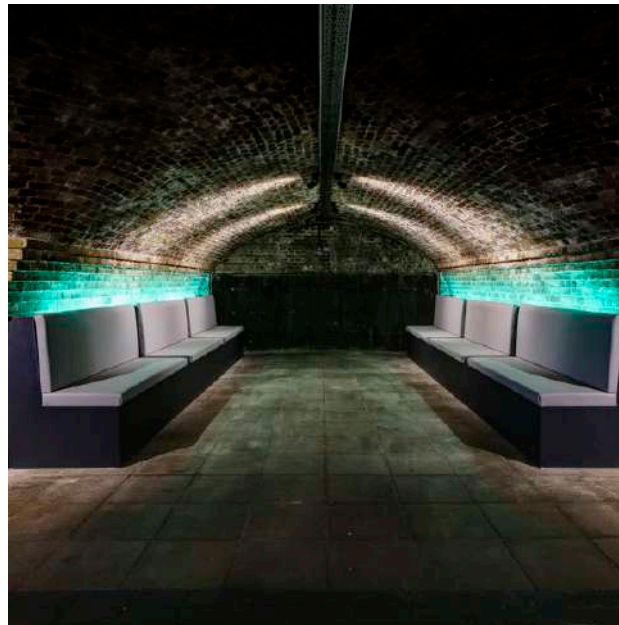
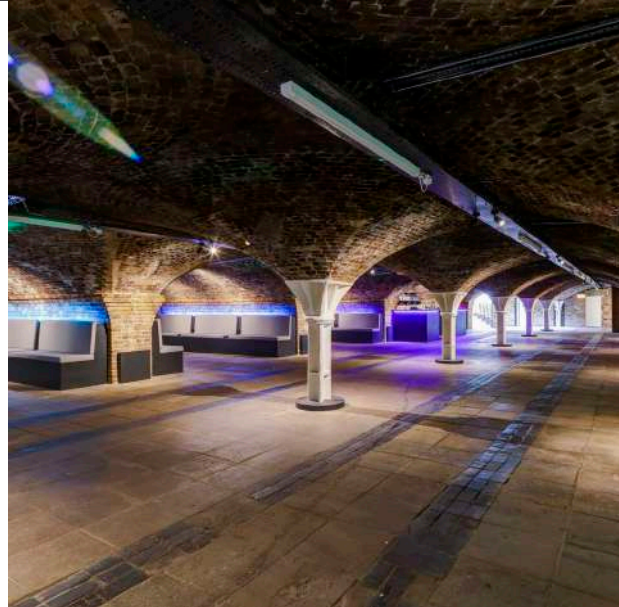
### THE VENUE

Dockside Vaults is an underground events space located in St Katharine Docks, boasting over 10,000 square feet of unique architecture and brickwork. The space features ten large cellars branching off from the main concourse, providing privacy and a unique atmosphere for events. Nestled beneath Ivory House, the only original warehouse left in St Katharine Docks, Dockside Vaults is a Grade II-listed venue that combines contemporary design with over 160 years of history.

The venue has recently undergone a six-figure renovation and now offers state-of-the-art facilities, with a capacity of up to 450 guests and a 00:30 licence. Dockside Vaults is perfect for experiential events, product launches, world class exhibitions, immersive theatre shows, and a wide range of memorable events.

Dockside Vaults is a 10-minute walk from Tower Hill tube.

[www.docksidevaults.com](http://www.docksidevaults.com)





## WHY GET INVOLVED?

### BRAND

Put your brand alongside one of the world’s most iconic celebrities in this immersive, interactive and emotional exhibition.

#### BRANDING - EXTERIOR

POSTERS, J FLAGS,  
ENTRANCE CARPET

#### BRANDING – INTERIOR

WINDOW DECALS, SPONSOR BOARDS,  
DIGITAL SCREENS, BAR AREA

#### PHOTO OPPORTUNITIES

PHOTO OPPORTUNITY STATION,  
INSTAGRAM STATION, SOCIAL  
MEDIA WALL

#### OTHER BRANDING

TICKETS, APP, HEADPHONES



### PROMOTION - ADVERTISING, PR & MEDIA

The Experience is supported by an Advertising & PR campaign covering:  
digital, social and traditional media. £300K MARKETING SPEND.

Multi-channel owned and paid media spend across OOH, Facebook,  
Instagram, Google, Social and proprietary database.

#### TOURISTS

##### TOURIST BOARDS

Tourism board placements Visit London

##### BUSES

10 x bus wraps on back of Golden Tours  
Sightseeing Buses around London -£100K

##### LEAFLETS

250,000 leaflets over three months:

- 140K leaflets in key tourist areas outside London including service stations, museums and libraries
- 110K leaflets in tourist information centres, visitor attractions and airports in London

##### ADVERTISING

‘Where London’ and ‘London Planner’ –  
tourist guides – Front page (June).  
Plus full page advertisements in June,  
July and August

Street teams at Tower Hill area

Tower Hill area advertising

Subject to approvals, terms and timings.

#### DOMESTIC

##### PR CAMPAIGN

PR Agency – Four Month Consumer  
Campaign. Targeting: Long-leads; Listings;  
Short-leads; Influencers/bloggers

##### PRESS NIGHT

Thursday 23<sup>rd</sup> May

##### £75K DIGITAL ADVERTISING SPEND

Facebook, Google PPC

##### PHOTOGRAPHY SCHOOLS

Leafleting in

##### FACEBOOK GROUPS

##### WOMEN’S INSTITUTE

## WHY GET INVOLVED?

### HOSPITALITY

Host key clients, executives, employees, and partners through exclusive unique experiences.

### OPENING / PRESS NIGHT – THURSDAY 23<sup>RD</sup> MAY

A must attend exhibition for the art world. A major marketing and publicity campaign is planned for the run up to the Opening Night and beyond.

### PRIVATE TOURS WITH EXHIBITION PHOTOGRAPHER 'A BREAKFAST WITH... AN EVENING WITH ...'

The venue will be open for a maximum of 100 guests from 0800 – 0930 and 1900 – 2100 on a maximum of 15 days throughout the 100 day exhibition. The private tours consist of:

- Buffet breakfast (morning) / Canapes (evening)
- 30 minute introductory talk with one or more of the photographers – Samir and Zak and a signed programme
- followed by a free flow tour of the exhibition
- finishing with coffee / tea / glass of Champagne

### TICKETS

Complimentary VIP & Entry tickets.

### BOOKING & AVAILABILITY

Priority booking and advance information is available to all Sponsors, Partners & Supporters.

Ticket availability for the Opening Nights will be open to all Tier 1 & 2 Sponsors only.

### EXPERIENTIAL

Product Trial / Sampling.

Opportunity to create on-site experiential space to engage attendees, drive leads / awareness. Tier 1 & 2.

Opportunity to create Workshops with Exhibit Official Royal Photographers – Samir and Zak. Tier 1 & 2.

Subject to approvals, terms and timings.





## PREVIOUS LOCATIONS

PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024 has toured around the world, bringing together hundreds of thousands of people to celebrate and pay tribute to Princess Diana.

Since launching in 2021, it has become a fan-favourite, being featured in publications over 250 times including People Magazine, Access Hollywood, and Vanity Fair and has accumulated a 4.9 out of 5-star guest rating on Google. According to CNN it is one of its top must-see exhibits in the world.

Previous Princess Diana: Accredited Access Exhibitions...



## ROLLS ROYCE IN TORONTO

2022 partnership with Rolls-Royce in Toronto. Rolls-Royce provided a branded car for guests & influencer photo opportunities.

VIPs were picked up in a Rolls-Royce for an exclusive experience. Cocktail reception for key buyers / clients for a private tour of the Exhibit after hours with food, drinks, live music, and more.





## ACCREDITED ACCESS

## EXHIBITION

INVENTORY OF RIGHTS Subject to approvals, terms and timings.	PARTNER LEVEL		
	TIER 1 PRESENTING SPONSOR x 1	TIER 2 OFFICIAL PARTNERS x 4	TIER 3 OFFICIAL SUPPORTERS x 10
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title “[Presenting Sponsor Name] presents PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024” for PR and advertising use	Yes		
Rights to title “[Sponsor Name] Official Partner of [Presenting Sponsor Name] presents PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024” for PR and advertising use		Yes	
Rights to title “[Sponsor Name] Official Supporter of [Presenting Sponsor Name] presents PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024” for PR and advertising use			Yes
Category Exclusivity	Yes		
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
Tier 1 Sponsor – 50% of branded area; Tier 2 Partner share of 50% of branded area up to a maximum of 20% per Partner. If no Tier 1 Sponsor, Tier 2 Partners will share 100% of branded area up to a maximum of 25% per Partner			
LOGOS & IMAGES			
Right to use Composite (lock-up) Logo on all internal and external marketing [Presenting Sponsor Name] presents PRINCESS DIANA: ACCREDITED ACCESS EXHIBITION, LONDON 2024” for PR and advertising use	Yes		
BRANDING – EXTERIOR			
Outside Signage – Posters x 2, J Flags x 2	Yes	Less Prominent	
Entrance Carpet – logo on	Yes		
2 x window decals with views onto the dock	Yes	Less Prominent	
Pontoon Bar in St Katharine Docks. Additional for Tier 1, if confirmed	Yes		
BRANDING – INTERIOR			
Sponsor Board / Media Interview Backdrop at entrance area	Yes	Yes	
Wall Branding - on arch over bottom of stairs	Yes		
Logo in Bar area	Yes		
DIGITAL BRANDING			
10 x screens in alcoves - show logos and / or sponsor videos	Yes	Yes	

INVENTORY OF RIGHTS Subject to approvals, terms and timings.	PARTNER LEVEL		
	TIER 1 PRESENTING SPONSOR x 1	TIER 2 OFFICIAL PARTNERS x 4	TIER 3 OFFICIAL SUPPORTERS x 10
OTHER BRANDING			
On Tickets	Yes		
App Guide Content – inclusion of Sponsor Advertisements	Yes	Yes	
Branding on headphones and audio cases	Yes		
Exhibition Photo Opportunity Station - Situated at entrance area at bottom of stairs. Logo on frame of photo client receives	Yes		
Instagram Station – branding on station	Yes	Yes	
Social Media Wall situated near entrance, if applicable - Additional	Yes	Yes	
Option to change venue lighting colour to match sponsors colours	Yes		
MEDIA, PROMOTION & PR RIGHTS			
Inclusion in organiser promotional campaign – where possible dependent on lead times including...	Yes	Less Prominent	Less Prominent
10 x bus wraps on back of Golden Tours Sightseeing Buses around London	Yes	Less Prominent	
250,000 leaflets over three months: 140k leaflets in key tourist areas outside London; 110k leaflets in London	Yes	Less Prominent	
Advertising including: Where London and London Planner – Front page (June); Plus full page advertisements in June, July and August	Yes		
Exhibition area advertising - including Tower Hill area advertising And Street teams at Tower Hill area	Yes		
PR – consumer campaign targeting Long-leads; Listings; Short-leads; Influencers/bloggers	Yes		
DIGITAL & SOCIAL RIGHTS			
Inclusion in organiser digital advertising promotional campaign on Facebook & Google PPC – where possible dependent on lead times	Yes	Less Prominent	
EXPERIENTIAL RIGHTS			
Sampling	Yes	Yes	
Presence in Gift Shop	Yes	Yes	
Opportunity to create on-site experiential space to engage attendees and drive leads / awareness - in alcove – Additional	Yes	Yes	
Opportunity to create Workshops with Exhibit Official Royal Photographers – Samir and Zak – Additional	Yes	Yes	
HOSPITALITY & TICKET RIGHTS			
Press / Launch Night – 23rd May - Tickets	30 pax	10 pax	
Exclusive hire of venue (Breakfast or Evening) for Private Talk / Tour	100 pax	100 pax	50 pax
Complimentary Entry Tickets	500	250	50
Complimentary VIP Tickets	100	50	20





ACCREDITED ACCESS

EXHIBITION

## CONTACT

### PURPLE TANGERINE SPONSORSHIP

Nigel Jones, Director

e - [nigel@purpletangerine.com](mailto:nigel@purpletangerine.com)

m - +44 7980 213 122

Omar Khan, Consultant

e - [omar@khanconsulting.co.uk](mailto:omar@khanconsulting.co.uk)

m - +44 7764 299 902

[purpletangerine.com/clients/DIANA](http://purpletangerine.com/clients/DIANA)

### THINGS TO DO LIMITED

Dominic Wong, Head of Marketing

e - [dominic@thingstodoltd.com](mailto:dominic@thingstodoltd.com)

[princessdianaexhibit.com/london](http://princessdianaexhibit.com/london)



PLAY

#### Video Testimonials

**Princess Diana: Accredited Access Exhibition – 30 seconds**



PLAY

#### Video Trailer

**Princess Diana: Accredited Access Exhibition – 30 seconds**



PLAY

#### Walk Through Video

**Princess Diana: Accredited Access Exhibition – 30 seconds**

Commercial Sponsorship & Partnership Marketing Opportunities

A Celebration Of Princess Diana Through The Lens Of Her  
Official Photographer Anwar Hussein & His Sons Samir & Zak

“One Of The Best Immersive  
Experiences Around The World  
You Need To Visit” CNN

