



The Lord Mayor's Show Official Commemorative Programme 2010

The Show

There's nothing on earth quite like the Lord Mayor's Show; it's a tradition that goes back centuries and which has developed into one of the best loved events in the City's calendar, as Londoners line the streets to welcome the new Lord Mayor. Traditionally running on the second Saturday in November the event is the largest unrehearsed procession in the world and this year we expect over 5000 participants to pass along the three-mile route.

The procession winds through nearly 800 years of London's history, marching unscathed through everything from the Black Death to the blitz and global economic turmoil. Over time the procession has become longer and more colourful. From 1422 and for centuries after, it floated down the River Thames (hence the term floats) and for some years the Lord Mayor rode on horseback. Since 1757 however, following an incident where the Lord Mayor was unseated by a drunken flower-girl, they have travelled in the famous ceremonial gold coach.

In the 17th century it was inconvenienced by the building site that would later become St Paul's Cathedral and has only been cancelled once for the Duke of Wellington's funeral in 1852. In the twentieth century it was the first event ever to be broadcast live on television. In the 21st, it's a day out for half a million people, with millions more watching on the BBC.

This year the procession will be held on Saturday 13th November at 11am. It will involve:

- Over 5000 people from the nation's businesses, charities and city livery companies
- 2000 military personnel
- 200 horses
- Over 50 floats
- 20 marching bands
- 18 coaches plus the glorious State Coach

The Official Programme



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The official programme is a unique, perfect bound quality souvenir. As it is the **only** printed publication of the event it is an historical record of the day. The programme provides a full running order of the procession and the day's events, plus insights into the structure of the City, its history and heritage as well as interviews with the new Lord Mayor and his Sheriffs together with other key participants who reflect the diversity, history and fun surrounding the show.

Approximately half a million people watch the Lord Mayor's procession on the streets of the City. The show will be broadcast live by the BBC (last year's event watched by a domestic audience of approximately 3 million.) BBC World Service TV also broadcasts live to Europe, Hong Kong and the Asian sub continent.

20,000 copies of the programme will be produced. It is sold on the day of the show by volunteers who raise money for their respective charities through copy sales as well as by mail order in advance. There will also be a separate distribution of the programme before the show, for companies, professional bodies, institutions, and liveries within the City who like to have souvenir copies for their guests attending the many functions that take place during the day.

- Over 10,000 professionals and key decision makers from the city's businesses and institutions will be taking part either in the procession or at official functions during the day
- Studies show that 63% of the crowds on the day are in the ABC1 category and that after the show, most people head for the West End, returning to the city around 4pm before the fireworks
- For advertisers it is a fantastic way to promote their brands whilst showing their support of the City, the new Lord Mayor and the charities involved in the Lord Mayor's Appeal

The Lord Mayor

Alderman Michael Bear is the Court of Alderman's candidate to be Lord Mayor of



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The City of London in 2010/2011. During his year of office, he will promote the business function of the City under the banner **City of London – City of Choice** campaign to help disadvantaged children, and support international disaster relief.

The 2010 Mayoral Year will be launched at the Lord Mayor's Show in November. Celebrating London and the City as the world's pre-eminent international financial, maritime and business centre, it will show a City that actively cares for those in need, whether in London, the UK or across the world.

The theme that Michael has chosen for his Lord Mayor's Appeal is '**Bear Necessities**'. This ambitious appeal will aim to provide access to the bare necessities of life for vulnerable children and young people in the City, the City fringe and across the UK, especially through education. Further afield it will also help those outside the UK who have been affected by natural disasters. The proceeds of the appeal will go to **Coram**, the UK's most experienced children's charity and the international disaster relief charity, **RedR**.

Advertising and copy sales revenues generated through the official programme help to raise money for the two charities involved in this year's Lord Mayor's Appeal

Coram (The Thomas Coram Foundation for Children)

Coram is London's leading children's charity with a pioneering track record in developing and delivering services to the City's most vulnerable children. Through Coram Life Education, it is also the UK's largest children's health education charity. As part of its role, Coram will work with the Sir John Cass Foundation to support inner-city children wanting to progress to university, but unable to do so for financial reasons.

RedR

Each year millions of people around the world are affected by natural disasters and conflict. Children are often the most at risk in these situations. RedR is the leading training and recruitment charity working in the area of international disaster relief. It provides training, consultancy and support to relief organisations and their staff around the world.

Advertisement Rate Card and Mechanical Details

Size

RATES



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Half Page	£2,205
Quarter Page	£1,365

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Mechanical Details

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Half Page – horizontal:	125mm x 180mm
Quarter Page:	125mm x 85mm



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As is usual with the official programme advertising space is strictly limited. In order to secure your advertising space in this year's programme please contact:

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