

The background of the entire image is a photograph of a male performer with dark hair and a beard, wearing a light pink long-sleeved shirt and dark trousers, performing on a stage. He is holding a microphone in his right hand and has his left arm raised. Behind him is a large, diverse crowd of people, many of whom are waving their hands. The scene is set outdoors with trees in the background and a bright sun creating a lens flare effect in the upper right corner. The image is framed by decorative elements: a pink and yellow curved border on the top left, and a pink and yellow curved border on the bottom right, both featuring intricate white mandala patterns.

LEICESTER MELLA

**SPONSORSHIP & MARKETING
OPPORTUNITIES 2026**

**15–16 August 2026
Abbey Park, Leicester**

THE EVENT

Leicester is the most culturally diverse city in the UK

The Leicester Mela festival began over 40 years ago and is one of the most popular and established community events in England, attended by tens of thousands of people.

Described as a glittering mix of live music,dance, arts, culture, fashion and food,the unique outdoor South Asian arts & Indian cultural festival is the longest running of its kind.

25,000+	80%	80+	75+	60%
Audience Reach	Visiting as families with children	Different Performers	Different Stalls	Ethnically diverse population

Did you know? The Leicester Mela Festival is famous for being the first event of its kind in the UK.



WHY LEICESTER?

Unparalleled Reach

Media exposure across national TV, radio, print, and social platforms — reaching audiences far beyond Leicester.

Sponsoring Leicester Mela places your brand at the heart of the UK's most inclusive and diverse city, aligning with values of community, culture, and connection.

An unmissable chance to engage with both mainstream and niche audiences in a single, high-impact event.



OUR AUDIENCE

Demographics

80%	60%	Age Split
Attend with families/children	Ethnically diverse population	Families (30–50) · Young Adults (18–30) Seniors (50+)

Social Reach

10,000+ Followers across social media platforms, whatsapp groups and email databases.

Audience interests include

- Food lovers (street food & international cuisine)
- Culture seekers (music, arts, live performance)
- Families (children’s activities and a strong community feel)



ENTERTAINMENT STAGES

Live Performances & Celebrities

Leicester Mela has proudly hosted exclusive live performances and celebrity appearances from internationally recognised artists across music, television and dance.

Sonu Nigam
Preeya Kalidas
Sardar Gill
Apache Indian
H Dhami
JK
Mumzy Stranger
San2
Sarika Gill
Jaz Dhami
Navin Kundra

Raghav (Mobo Award Winner)
Soloni
Juggy D
Navin Kundra
Mona Singh
Veronica
3Mix and Reenie
Panjabi Hit Squad
Kray Twins
Team PBN
Plus many more



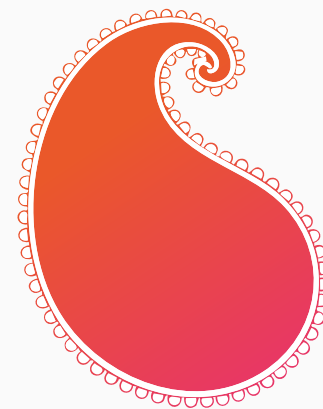
INDIAN BAZAAR

Step into the heart of the festival and immerse yourself in the vibrant sights, sounds and aromas of the Indian Bazaar a bustling celebration of culture, creativity and commerce. Alive with colour and character, this much-loved area recreates the energy of a traditional Indian marketplace, where every turn reveals something new to discover.

Visitors can browse an eclectic mix of stalls showcasing stunning fashion, handcrafted jewellery, artisan goods, cultural arts, wellbeing products and community information. From contemporary designs to timeless traditions, the Bazaar offers a truly diverse shopping experience that appeals to all generations.

At the centre of it all sits the ever-popular Indian Food Village, where traders serve up a mouth-watering journey across the subcontinent. From street-food favourites to regional specialities, the aromas alone draw crowds, making this one of the most vibrant and high-footfall areas of the entire festival.

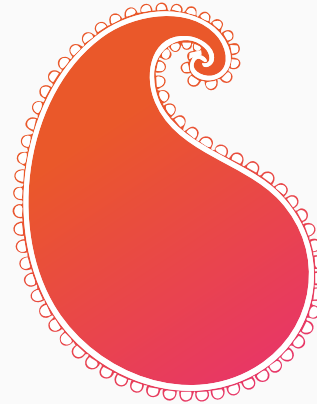
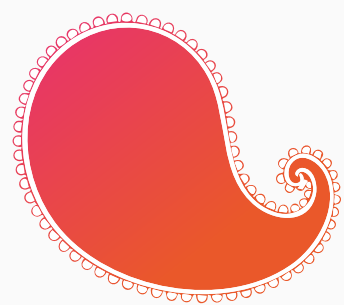
The Indian Bazaar is more than just a shopping destination it's a social hub, a cultural showcase and a powerful platform for brands, traders and organisations to connect directly with tens of thousands of engaged visitors over the weekend.



KIDS VILLAGE

We are delighted to provide a wide range of FREE arts activities for children of all ages to enjoy. From Music-Making sessions, to block printing and puppet making, the Leicester Mela Kids Village draws hundreds of families each year, offering a vibrant and creative experience for all.

It just wouldn't be the Mela without all the fun of the fair! Join Billy Bates & Sons for action packed rides for kids of all ages.



CELEBRATE WITH US

Why get involved?

A unique opportunity to access and promote your products, services and branding to the ethnic sector, mainstream audiences and niche markets like never before

- Work in partnership with an internationally recognised festival
- Supporting and providing a platform for the community
- The opportunity to talk face to face with your target audience



TESTIMONIALS

“Each year the festival provides us with the ideal opportunity to promote and market our new and existing Products to traditional Asian and mainstream audiences.”

Nainesh Vadera
Tilda

“In 2024 Leicester Mela festival partnered up with Colors TV which remained the UK’s No.1 Asian TV channel according to exclusive data obtained by BizAsiaLive.com. The Asian TV channel filmed our event and broadcast a 30 minute special cooking show filmed at Leicester Mela and at a local residents home.

“We at Colors TV Network have always looked at opportunities to explore, connect and engage with audiences across the UK and an association with Leicester Mela provided exactly what we were looking for. A platform this huge with relevant target audience is only a win-win for both the organisers, and the Brands. Looking forward to collaborating in a bigger way in years to come”.

Dapinder Suri
Head of Marketing & Live Events, Colors TV Network

“We were immensely proud of our partnership with Leicester Mela 2025, which stood as a vibrant and powerful celebration of culture, heritage, music and the arts in the heart of Leicester. As the exclusive radio partner, Lyca Radio Network played a key role in amplifying the spirit and message of this iconic event, broadcasting live to listeners across the Midlands and through our London stations. Leicester Mela was far more than an event; it was a joyful expression of identity, unity and cultural pride, celebrating the rich diversity of South Asian traditions and the local and national brands that proudly supported Leicester as one of the UK’s greatest cities. Each summer, the Mela serves as a cultural meeting point, bringing together local communities and audiences from across the country to experience one of Leicester’s most significant and cherished cultural celebrations.”

Raj Baddhan
CEO of Lyca Radio Network

“Leicester Mela has always been a fantastic event for us. It’s vibrant, busy, and full of energy, with great music, artists, and a wonderful atmosphere. It’s one of the nicest, busiest, and best-organised events of the year.”

Rajit Kapoor
GottaBe! Marketing

SPONSORSHIP PACKAGES

Headline Sponsor £15,000 1 available

- Headline sponsor will be acknowledged and **promoted as sole headline sponsor of the festival**. “your company” presents Leicester Mela festival.
- Headline sponsor logo will be featured on the **main stage digital screens**.
- To **reserve prime location exhibition space** within the festival for promotion and branding opportunities (6m x 3m space).
- **Advertisement in the Mela printed promotion** (20,000 copies) that will be circulated to homes, shops and community centres.
- Through announcements on the main event stage. Mela presenters will announce and guide public to Headline Sponsor exhibition stands throughout the day. (6 times a day)
- Inclusion of sponsor as **Headline Sponsor** on festival website, print material, radio adverts and on all social media posts created for the event.
- To mention and feature Headline sponsor on all banners including street banners, Main stage banner, heras fencing banners.
- An invitation to Headline sponsor representatives to say a few words on the main stage.
- To credit whenever possible by giving the companies name and being a supporter of the festival on **local press, radio & television interviews**.
- Headline sponsor to supply ready artwork, promotional banners, prizes, logos etc.
- Featured link on **festival website and socials channels**.

Associate Sponsor £7,500 2 available

- Associate sponsors will be acknowledged and promoted as Associate Sponsor of the festival.
- Associate sponsor logo will be included on the main stage digital screen
- To reserve prime location exhibition space within the festival for promotion and branding opportunities (3mx3m space).
- Sponsor to supply ready artwork, promotional banners, prizes, logos etc
- 1 Mention by Mela festival mainstage host.
- Inclusion of sponsor as Headline Sponsor on festival website, print material, radio adverts and on all social media posts created for the event.
- Featured link on festival festival website and socials channels

Supporting Partner £3,000 1 available

- Logo on banners, website, Festival brochure
- Exhibition stall space (3x3m)
- 1x social media post

Advertising Opportunities

- **Perimeter Barrier Banner** - £2950
20 banners (coverage 50%)
- **Ped barriers** - £2950
40 banners (coverage 50%)

Next Steps

- **Get Involved for 2026.** Be part of one of the UK’s most vibrant and diverse festivals.
- **Join us at Leicester Mela 2026 to**
Connect with 15,000+ attendees across two unforgettable days.
- Showcase your brand to families, communities, and culture lovers.
- Align your business with a nationally recognised celebration of diversity and inclusion.

Timeline

Confirm sponsorship by **April 2026**
Artwork/logo submission deadline **May 2026**

Contact Us

sponsorship@leicestermela festival.co.uk
leicestermela.co.uk

CELEBRATE WITH US

To book or for more information about getting involved,
contact:

E: sponsorship@leicestermelafestival.co.uk

T: 07976 412 759

W: www.leicestermelafestival.co.uk

Social: @leicestermela

Watch the highlights from 2025



www.youtube.com/watch?v=xNYSSfqVSo4



LEICESTER
MELA



Circle 101