



# WELCOME TO THE PARK OF POSSIBILITIES

AN INTRODUCTION TO QUEEN ELIZABETH OLYMPIC PARK

An aerial night view of the Queen Elizabeth Olympic Stadium in London. The stadium's distinctive steel lattice structure is illuminated with blue and purple lights. The interior pitch is lit with a bright blue glow. In the background, a city skyline is visible under a dark sky filled with numerous large, golden fireworks exploding. A pink banner with white text is overlaid on the center of the stadium.

[VIDEO > CLICK TO DISCOVER THE REAL QEOP](#)

# A TRULY UNIQUE PROPOSITION



Westfield  
Shopping Centre

London  
Aquatics Centre

ArcelorMittal  
Orbit

ABBA Arena

London Stadium

East Village  
Residential District

International Quarter  
Commercial District

East Bank  
Cultural District

Copper Box  
Event Arena

Hackney Bridge  
Enterprise Space

Lee Valley  
VeloPark

Parklands

Here East  
Business District

Plexal  
Innovation Hub

Lee Valley Hockey  
& Tennis Centre

Lee Valley Regional  
Park Authority

# AN INVESTMENT NOT A SPONSORSHIP

BORN TO INSPIRE A NATION. A GENUINE PURPOSE  
TO DELIVER OUTCOMES THAT REALLY MATTER

BUILT AROUND CORE AREAS OF FOCUS THAT COME ALIVE EVERYDAY  
THROUGH OUR ACTIVITIES, PROGRAMMES AND EVENTS

SPORT, CULTURE & ENTERTAINMENT

INNOVATION

SUSTAINABILITY

COMMUNITY

POSITIVELY IMPACTING THE LIVES OF MILLIONS OF PEOPLE  
ACROSS LONDON, THE UK AND BEYOND

**BUILT TO INSPIRE A BETTER FUTURE, ENABLING PROGRESS THAT MATTERS**

**SPORT, CULTURE & ENTERTAINMENT**

OFFERING MORE DIVERSE EXPERIENCES  
THAN ANYWHERE ELSE IN THE WORLD

**INNOVATION**

AN INNOVATION TEST BED ACCELERATING  
PROGRESS TOWARDS THE FUTURE

**SUSTAINABILITY**

A LEADER IN SUSTAINABLE PRACTICES,  
INSPIRING PROGRESS ACROSS THE PARK  
AND THE WORLD AROUND IT

**COMMUNITY**

TO SERVE OUR DIVERSE COMMUNITIES,  
PROVIDING ENRICHING EXPERIENCES  
AND OPPORTUNITIES FOR EVERYBODY

# A WORLD CLASS EVENT PROGRAMME



**300+** EVENTS PER YEAR  
**6M+** VISITORS EVERY YEAR  
**500M+** TV VIEWERS WORLDWIDE

# THE NEW HOME OF ICONIC INSTITUTIONS



# UK's FASTEST GROWING EDUCATIONAL HUB



# PIONEERING BUSINESS DISTRICTS



# ENGAGING LOCAL, NATIONAL AND GLOBAL AUDIENCES

## 32.7M

INTERESTED IN  
VISITING QEOP

45% 55%

WITHIN 90 MINS UK AND BEYOND

## 10M+

VISITS EACH  
YEAR BY 2024



### INDIVIDUALS



Residents, workers and students alongside UK, EU and global visitors and event goers

### BUSINESSES



Home to industry leading businesses, start ups and local enterprise

### GOVERNMENT



A direct relationship with government via the GLA and the Mayor of London



## A UNIQUE PLATFORM TO TELL YOUR STORY

**A YEAR OF OPPORTUNITY**

**LONDON 2012 ANNIVERSARY,  
ABBA VOYAGE OPENING,  
EAST BANK OPENING IN 2023**

**OFF THE SHELF AND BESPOKE**

**READY TO GO PARTNERSHIP ASSETS  
ALONGSIDE THE CO-CREATION OF  
BESPOKE ACTIVITY AND IP**

**AUTHENTIC INTEGRATION**

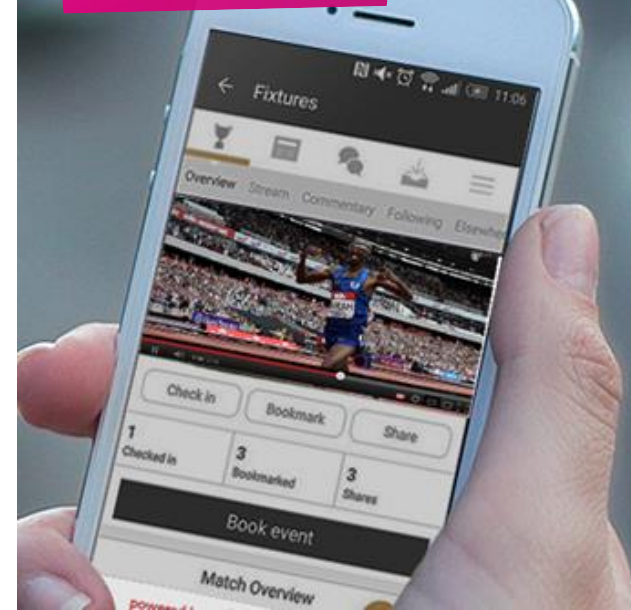
**PRODUCT INTEGRATION AND  
BOOK OF BUSINESS OPPORTUNITIES**



# ASSETS TO DRIVE THE RESULTS YOU NEED



# DIGITAL



# EXPERIENCES



# BRAND & MEDIA



# UNIQUE ACTIVITY, CONTENT AND IP



# PROGRAMMES



# A BRAND FIRST APPROACH TO PARTNERSHIP TO HELP YOU WIN

## A FLEXIBLE SUITE OF RIGHTS & ASSETS

Providing rights and assets dependant on your requirements and needs.

- Exclusive asset ownership
- Branding, Activations & Experiences
- Digital & Data
- Tickets & Hospitality
- Merchandise
- Programme Ownership
- Book of business



## CO-CREATING NEW CONCEPTS AND IP

Working with you and partners to create bespoke concepts and IP to help tell your brand story and cut through the noise.

- Digital experiences
- Physical activations
- Innovation
- Sustainability
- Community



## DELIVERING MEANINGFUL & MEASURABLE IMPACT

Developing an activation approach using your rights and assets to achieve your marketing goals and KPIs.

- Awareness
- Consideration
- Engagement
- Lead generation
- Sales





**WE INVITE YOU TO DISCOVER YOUR  
PARK OF POSSIBILITIES...**