



Event Partnership Opportunities 2026



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Swansea at a glance



PWC names Swansea among the UK's top-performing cities.
The Sunday Times ranks Swansea among the best places to live.



2nd largest
city in Wales



£1.3bn
Swansea Bay City
Deal investment



Over 600,000
people live within a 30min
drive time to Swansea and
2mn live within a 1hr drive

Source: ONS mid 2024



7,290
Businesses

Source: ONS mid 2024



Over 29,000
studying in Swansea



Working age population
(16-64yrs)

158,300

Source: ONS mid 2024



4.6m visitors
per annum

Partnering with us

Over 500,000 people attended our key events in 2025.

Partnering with Swansea Council on our high-profile events gives businesses significant exposure to our audiences.

The 2026 program boasts a varied portfolio from music, sporting, cultural to family focused events and national events. Our audiences range from 500 people (Outdoor Theatre) to over 200,000 people (Wales Air Show).

We have a long and established reputation for staging and delivering award winning major events such as the Wales Airshow which won Best Event at the Swansea Bay Tourism Awards, Visit Wales Regional Tourism Awards 2024 and was a finalist for Best Event at the National Tourism Awards for Wales 2025.

The Swansea Christmas Parade was named Event of the Year - Local Authority at the National Outdoor Events Association Awards 2025.

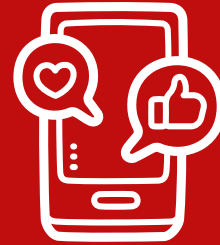
We welcome partnerships through revenue or in-kind support to ensure dynamic and sustainable events for the future.



[Click here for events video](#)

Partnering With Us

Key 2025 statistics



- Over 500,000 people attended our key events.
- Enjoy Swansea Bay website page views 2.1m.
- Enjoy Swansea Bay social media audience reach 8.7m.
- Wales Airshow social media reach - 2.4m.
- Wales Airshow website page views - 365,000.
- Swansea Bay 10k website page views - 192,200.
- Swansea Bay 10k social media reach - 792,000.



Benefits of partnering with us

Raise your company profile.

Reach and impact - multi-channel marketing.

ROI and measurable impact.

Positive association with award winning and high quality events.

Brand visibility and awareness.

Highlight your corporate social responsibility.

Connect and engage with a vibrant audience.

Bespoke brand activation opportunities.

Event portfolio opportunities across the year.

Lead generation.



Our events

Our 2026 calendar of events offers an exciting opportunity to reach a diverse wide audience whatever your objective and budget while supporting Swansea events.

Croeso

Date: February/March

 Cultural

Wales Airshow

Date: July

 National/Aviation

Outdoor Cinema

Date: July

 Family Focus

Outdoor Theatre

Date: August

 Cultural

Amplitude

Date: August

 Music

Swansea International Jazz Festival

Date: September

 Cultural/Music

Swansea Bay 10K

Date: September

 Sporting/Health

Spooks in the City

Date: October

 Themed/Cultural

Fireworks

Date: November

 Themed/Cultural

Christmas Parade

Date: November

 Themed/Cultural

Croeso



When: **28th February & 1st March**



Attendance: **12,000+**



Event packages from £1,000 + VAT
(excludes agency commission).



Croeso is Swansea's flagship celebration of St. David's Day and Welsh culture, taking place over two days across the city centre.

It's a dynamic festival that not only honours Welsh heritage but also showcases Swansea's modern diversity, bringing together communities, visitors, and businesses in a vibrant cultural showcase.

The festivities continue into the evening with Nightworks, a lively programme of Welsh bands performing in pub venues across the city, ensuring the celebrations resonate day and night.



- Welsh food and drink stalls.
- Celebrity and local chef cookery demonstrations.
- Live music.
- Street entertainers.
- Interactive workshops.
- Art and crafts.
- St David's Day parade and trail.
- Children's activities and entertainment.
- Nightworks - Welsh bands bringing Swansea's nightlife alive after dark.



[Click here for event video](#)

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Wales Airshow



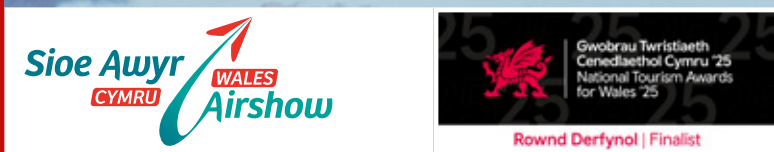
When: **26th-27th July**



Attendance: **200,000+**



Event packages from **£2,000 + VAT** (excludes agency commission).



The Wales Airshow is the largest free event in Wales, attracting huge audiences to Swansea Bay each summer. It won the Best Event at the Swansea Bay Tourism Awards, Visit Wales Regional Tourism Awards 2024, and was a finalist for Best Event at the National Tourism Awards for Wales 2025.

Over two days, the bay's natural amphitheatre becomes the stage for some of the world's best pilots and aircraft, delivering breathtaking aerial acrobatics. From fast jets to helicopters to the iconic Red Arrows, it's an aviation spectacle not to be missed.

In 2025, the event's digital footprint was exceptional, with the official website recording over 365,000 views and a social media reach of 2.5 million, underlining its popularity and promotional power.

- Air displays.
- Ground displays.
- Virtual ride experiences.
- Military village.
- Motor zone.
- Over 80+ trade stands.
- Premier hospitality area.
- Food & drink stands.
- Entertainment.
- Music.
- Funfairs.



[Click here for event video](#)

Outdoor Cinema



When: **July**



Main event package £3,150 + VAT
(excludes agency commission).



Attendance: **800**



Immerse yourself in the magic of the movies as the Lacrosse Field at Singleton Park transforms into a stunning outdoor cinema.

Across two special evenings, audiences will enjoy the thrill of watching two incredible films under the stars, creating a truly unique and unforgettable experience.

This event blends the beauty of Swansea's parkland with the excitement of big-screen entertainment, offering families, friends, and film lovers the chance to share memorable moments together in a spectacular setting.

Outdoor Theatre



When: **25th & 26th August**



Main event package **£3,150 + VAT**
(excludes agency commission).



Attendance: **1,000**



The historic Oystermouth Castle provides a breathtaking backdrop for Swansea Council's annual outdoor theatre, creating a truly unique and unforgettable cultural experience. Audiences are invited to enjoy two captivating performances in this remarkable setting:-

- William Shakespeare's classic *As You Like It* – a timeless comedy brought to life under the stars.
- Carlo Collodi's *Pinocchio* – a magical production tailored for younger audiences and families.

No visit to Oystermouth Castle's outdoor theatre would be complete without a pre-show picnic in the castle grounds. Visitors are encouraged to bring a blanket, some snacks, and their favourite people, soaking up the atmosphere as anticipation builds for the evening's performance.



[Click here for event video](#)

Amplitude



When: **August**



Attendance: **3,000+**



Main event package £3,150 + VAT
(excludes agency commission).



Amplitude takes place at the much loved Swansea Amphitheatre venue which has recently had a stunning new makeover and is opposite the LC.

A love-letter to Swansea's vibrant grassroots music scene, this free-to-attend event aims to celebrate the genre-diverse sound of Swansea and the phenomenal talent that exists here.

This growing event saw over 3,000 attendees across two days in 2025, double the size of 2024's audience.

There was a 50-year age gap between this year's youngest and oldest performer, proving once again, that music connects us all in ways that few things can.

We look forward to welcoming even more musicians and music-lovers to join us in 2026!



[Click here for event video](#)

Swansea International Jazz Festival



When: **4th-6th September**



Attendance: **7,000**



Main event package £8,000 + VAT (excludes agency commission).



The Swansea International Jazz Festival is a three-day celebration of all genres of jazz, bringing together some of the finest local and international artists and bands. Drawing audiences from Swansea and beyond, the festival has become a highlight of the city's cultural calendar and a showcase of musical excellence.

Now in its 13th year, the festival is firmly established as part of Swansea's heritage, blending tradition with innovation to attract both seasoned jazz enthusiasts and new audiences.

Last year's event had:

- 12 ticketed concerts at the National Waterfront Museum Swansea.
- 35 FREE stroller events across 12 venues in Swansea's Maritime Quarter.
- Over 300 musicians!



[Click here for event video](#)

Swansea Bay 10k



When: **20th September**



Event package POA



Attendance: **5,000 runners, 12,000+ spectators**



The Swansea Bay 10k returns this September for its 45th year, taking place along the beautiful and iconic sweep of Swansea Bay.

Recognised by Runner's World as one of the Best UK 10k races, it has become a firm favourite for runners of all abilities — from elite athletes to first-time participants.

- Five races – 10k race, 3k race, 1k race, Wheelchair race, and the fun charity Mascot Race.
- Open to all abilities – welcoming professional, experienced, and novice runners alike.
- Over 90 running clubs from across the UK took part in 2025, showcasing national appeal.
- Digital reach – 205,904 website page views in 2025.



[Click here for event video](#)

Spooks in the City



When: **October**



Event packages from £1,000 + VAT
(excludes agency commission).



Attendance: **5,000+**



Each autumn, Swansea transforms into a city of thrills, chills, and unforgettable family fun with Spooks in the City – our FREE flagship Halloween celebration which has recently taken on a spine-tingling upgrade! It's a vibrant atmosphere that appeals to all ages.

- Family friendly entertainment.
- Music.
- Walkabout characters.
- Inflatable eye-catching monsters.
- Spooky trails.
- Fancy dress competitions.



[Click here for event video](#)

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Fireworks



When: **5th November**



Attendance: **10,000**



Main event package £8,000 + VAT
(excludes agency commission).



Every year, Swansea Council lights up the city's night sky with its spectacular annual fireworks display, a much-loved tradition that brings together a huge family audience.

It's a vibrant atmosphere, creating one of the most memorable evenings in the city's calendar.

- Breathtaking pyrotechnics to music.
- Stage entertainment.
- Food and drink stands.
- Walkabout characters.



[Click here for event video](#)

Christmas Parade



When: **22nd November**



Attendance: **30,000+**



Event packages from £1,100 + VAT (excludes agency commission).



The Swansea Christmas Parade was named Event of the Year - Local Authority at the National Outdoor Events Association Awards 2025.

It has become one of the biggest events in Swansea's calendar drawing thousands of families and visitors to the city centre each year. It is the biggest Christmas Parade in Wales, plus one of the largest in the UK.

As well as stage entertainment, fireworks and of course Santa Claus, who leads the parade

and switches on Swansea's Christmas lights this spectacular parade features over 90 acts, creating a vibrant mix of:

- Local community groups.
- Dancers.
- Bands.
- Choirs.
- Floats.
- Inflatables.
- Light-up characters.
- Princesses, cartoon characters and superheroes.



[Click here for event video](#)

Partnership opportunities

Getting involved in our events

Here are just some ways your business could partner with us at some of our events:

- Main/Headline Partner.
- Travel Partner.
- Wi-Fi Partner.
- Sustainability Partner.
- Stage Partner.
- Air Asset Partner.
- Digital Partner.
- Hospitality Partner.
- Live staging.
- Zone Partner (arts and crafts/ educational STEM activities/ motors).
- Children's entertainment (individual entertainers, or whole package).
- Street entertainment.
- Marquees.
- Floats.
- Community engagement initiatives.
- Collaboration on screen showings/bands.

We're flexible working with you

Our partnership opportunities are designed to be flexible around the requirements of your business. Prices range from £1,000 to £30,000 +VAT.

We will work with you to help you meet and exceed your objectives.

Event marketing

Depending on the value of the package agreed and event, some of the opportunities your business might benefit from include:

- Branding on event website and marketing material.
- Social media posts.
- Bespoke content and video for social media.
- Branding on digital screens.
- Branding on siteboard.
- Branding on bridge banners.
- Branding of delegated area.
- Stage branding.
- Press releases/e-newsletters.
- Swansea Building Society Arena skin.
- PA and 'Thank You' announcements.
- VIP tickets.
- Staff engagement opportunities.
- Audience engagement opportunities.
- Event trade stand space.

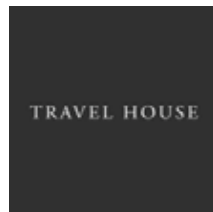
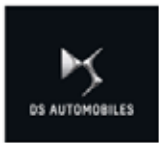


Event partners

Here are just some of the brands that have partnered with us on our events.



Swansea Mumbles



Let's collaborate

Let's shape unforgettable events together and give your audience a reason to remember you!

If your business would like to partner with Swansea Council on any of our events and find out more about the sponsorship opportunities available or to discuss tailored packages, please contact:

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