



# Commercial partnerships

## Opportunities catalogue

MAYOR OF LONDON





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# Introduction



**UNDERGROUND**

With a globally recognised and locally loved brand and audiences that are second to none, TfL offers a unique, trusted, culturally significant and powerful platform to communicate with Londoners

This catalogue sets out some of the current opportunities available to brands. Each opportunity can be tailored to create a bespoke package that meets specific brand objectives and budgets.

A person dressed as the Night King from the TV series Game of Thrones stands in the center of a busy London Underground station. The person is wearing a white, textured, scale-like costume with a crown of white thorns on their head. The station is filled with other commuters, and overhead signs are visible, including "Way out", "King's Cross", "St. Pancras International", and "British Library". The entire scene is overlaid with a semi-transparent blue filter.

# Brand activations





## Brand activations

Harness TfL's prominent brand and network assets to give your brand direct access to millions of our customers sightseeing, attending events, shopping and supporting sports events

Brand activations range from transforming a station with a new name, to delighting audiences with roaming characters from favourite shows and product giveaways using our experiential spaces and much more.

The cultural impact and worldwide recognition of the TfL brand means that partnerships with us frequently gain global press attention and are widely shared on social media, reaching millions of people across the world.



## Station rename

# Rename for fame

Rename a Tube station for 24-48 hours and reach customers across London and beyond

Taking advantage of TfL's iconic brand assets, this unique opportunity allows brands to generate extensive social media and press coverage by surprising and delighting customers as they travel through the station, as well as the millions passing by.

Example package could include rights to:

- Change name on exterior roundels
- Change name on interior roundels
- Change the station name on platform friezes
- Content creation, filming and photography throughout activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release
- Homepage takeover on the TfL website



**£225k - £275k\***  
+ VAT

Indicative rights cost

**£30k - £50k\***  
+ VAT

Indicative production cost

**12 weeks**

Lead time (from contract signature)

\* Costs vary depending on the station involved





## Station animation

# Bring your brand to life

Station animations offer a unique canvas in our Tube stations to showcase your brand and products in exciting and unforgettable ways, reaching millions of people as they travel through our stations

Station animations make for a great photo opportunity, often featured by the press across the world and shared widely on social media.

Example package could include rights to:

- In-station performance
- Experiential/in-station distribution
- Themed internal roundels
- Themed tannoy announcements
- Internal themed vinyls
- Content creation, filming and photography throughout activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release
- Homepage takeover on the TfL website
- Rights can be created across multiple stations

**£225k - £1m\***  
+ VAT

Indicative rights cost

**£30k - £100k\***  
+ VAT

Indicative production cost

**6-10 weeks**

Lead time (from contract signature)

\* Costs vary depending on the station involved



## Tube line rename

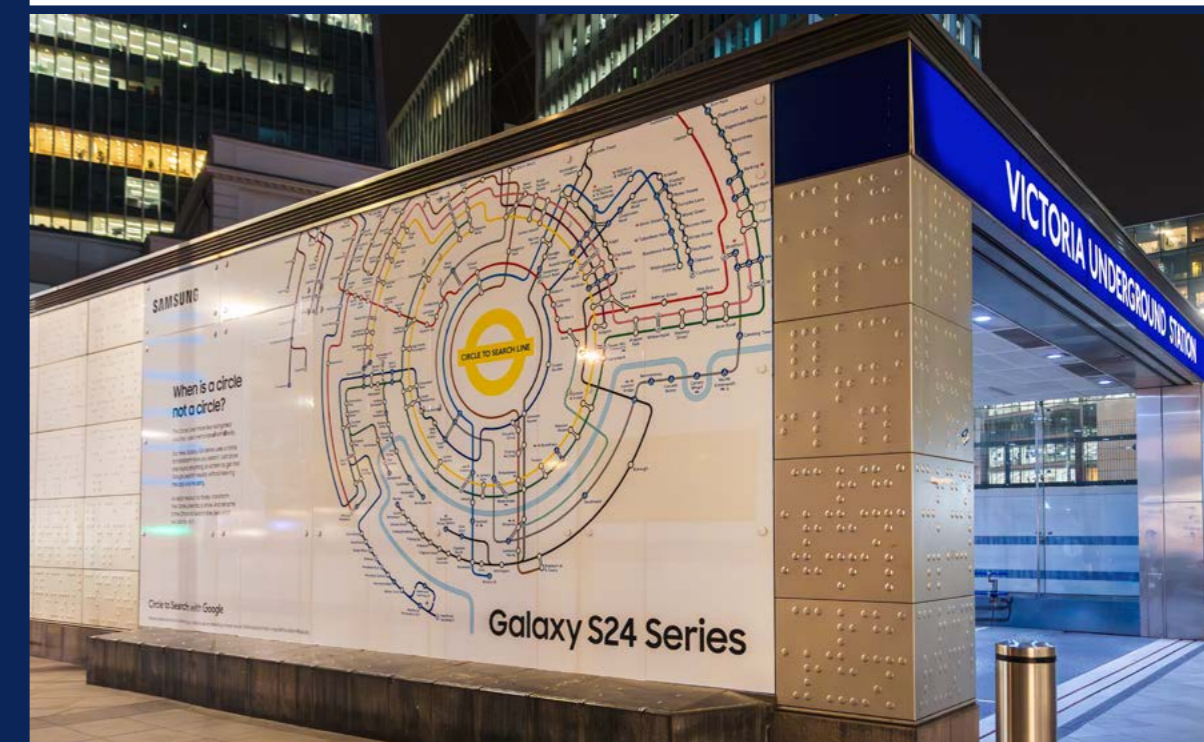
# Get your brand across the line

Create a truly stand-out media moment, reach millions of Londoners and a global earned media audience by renaming one of our world-famous Tube lines – the first time we have done so with a partner brand

Branded versions of our iconic assets will greet commuters across the City, while we will promote content across digital and press channels to deliver huge brand impact beyond the stations.

Example package could include rights to:

- Branded roundels across the line, with expanded presence at highest footfall stations
- Line diagrams updated with the new line name
- Themed tannoy announcements played across the line
- Updated station signage where applicable
- Experiential activations at key stations
- Content creation, filming and photography at all stations
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release



**£800k\***  
+ VAT

Indicative  
rights cost

**£100k  
- £130k\***  
+ VAT

Indicative  
production cost

**12  
weeks**

Lead time (from  
contract signature)

\* Costs vary depending on the line and number of stations included





**£850k\***  
+ VAT

Indicative rights cost

**£50k - £75k\***  
+ VAT

Indicative production cost

**8 weeks**

Lead time (from contract signature)\*\*

\* Costs vary depending on size and quantity of installations

\*\* Agreement needed by late May 2024

4G opportunities

## Connecting London

Summer 2024 marks a huge moment for transport in London, as the Elizabeth line becomes the city's first Tube line to offer 4G connectivity to customers along the entire length of the line

Our Connecting London partnership offers a unique opportunity for a brand partner to align with a moment that will truly change the way that London travels.

Partner branding will run across the Elizabeth line, encouraging customers to enjoy the new connectivity through streaming, messaging and shopping, for a service that will make a genuine impact on the daily lives of millions.

Example package could include rights to:

- Up to five co-branded TfL roundels per station at a total of 12 stations
- Partner branding on line diagrams at 12 stations
- Co-branded tannoy announcements 4G connectivity at 12 stations
- Experiential/sampling activity for one day at five sites across the activation period
- Co-created social content to be promoted on TfL social media channels (3.6 million followers)
- Homepage takeover for 48 hours on the TfL website



## Sampling and distribution

# Put your brand in their hand

Gain direct access to commuters and visitors sightseeing, attending events, shopping and supporting sports events

We offer more than 100 locations across the network for experiential bookings and sampling in our Tube stations, enabling your brand to reach thousands of Londoners across the city.

Example package could include rights to:

- ♦ In-station sampling and distribution of products
- ♦ Pop-up stands in ticket halls



**£1.5k -  
£5k\***  
+ VAT

Indicative  
rights cost

Organised  
by client

Indicative  
production cost

**2-4  
weeks**

Lead time (from  
contract signature)

\* Costs vary depending on the station





Enhanced experiential

# Surprise and delight with pop-up performances

Treat customers to a truly immersive brand experience within our stations

Drive engagement with your brand and interact with customers by putting products in their hands, live performances and much more in a multi-sensory experience everyone will remember.

Example package could include rights to\*:

- Live performance/merchandise giveaway (within pre-existing experiential space)
- A vinyl backdrop for performances/merchandise giveaways
- Content creation, filming and photography throughout activation
- Co-created content on TfL's social media channels (3.6 million followers)
- Bespoke tannoys (one creative playing in ticket halls)
- Filming and photography during activation for use on partner channels

**£50k -  
£75k\***  
+ VAT

Indicative rights cost

**£10k -  
£25k\*\***  
+ VAT

Indicative production cost

**8-12  
weeks**

Lead time (from contract signature)

\* This type of activation is limited to the following stations: Blackfriars, Farringdon, Kings Cross, North Greenwich, Stratford and Tottenham Court Road. Further station information available on request

\*\* Costs vary depending on the station



# Make your brand the next stop

Put your brand at the heart of central London's most iconic locations by sponsoring some of TfL's key bus routes. With 675 routes across the capital, we can position your brand in the exact location you want it to be

As sponsor, your branding will be included on bus stop totems, installations on bus shelter roofs and branded flags on totem poles. These branded assets will be complemented by activation sampling on buses across the sponsored routes.

Example package could include rights to:

- Totems in brand colours across the chosen bus route(s)
- Branded flags on top of the totem poles across the chosen route(s)
- Branded installations on bus shelter roofs and branding on bus shelter benches
- Activation sampling on buses across route(s)
- Homepage takeover on the TfL website for a 48-hour period
- Content creation, filming and photography throughout activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release
- Promotion of the sponsorship in the Promoted Places feature on the TfL Go app for duration of activation



**£100k\***  
+ VAT

Indicative rights cost

**£60k - £80k\***  
+ VAT

Indicative production cost

**12 weeks**

Lead time (from contract signature)

\* Costs vary depending on number of sponsored routes and size of installations





## DLR activation

# Take the front seat

The DLR is an east London hub, making it a key location for an activation for brands based in and around east London, City airport links, the London Marathon, ExCel Centre and others

Running both underground and above ground across key east London locations such as Canary Wharf, the DLR offers a creative and flexible space for your brand to interact with customers through a unique, always-on brand experience, seen by millions of Londoners every day, both on the train and passing by.

Example package could include rights to:

- In-carriage presence on DLR trains
- Presence within station, such as branded wayfinding signs
- Themed tannoy announcements
- Content creation, filming and photography throughout the activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release
- Homepage takeover on the TfL website for a 24-hour period

**£200k  
- £300k\***  
+ VAT

Indicative  
rights cost

**£10k -  
£50k\***  
+ VAT

Indicative  
production cost

**6-10  
weeks**

Lead time (from  
contract signature)

\* Costs vary depending on station and number of stations included



## Cable Car activation

# Fly high with this unique opportunity

An activation at the IFS Cloud Cable Car enables you to take over up to 10 cabins, wrapping them inside and out

Use both terminals to host experiential activations and light the cabins in your brand colours to create jaw-dropping content with 360-degree aerial views of your brand 90 metres above the city.

Example package could include rights to:

- Branding on up to a maximum of 10 cable car cabins
- A 30-second branded video playing in all 36 cabins across the activation period
- The cable car lit up in your brand colours for 24 hours during the activation period
- Animation: roaming characters, experiential distribution at each terminal
- Temporary signage in North Greenwich or Custom House station
- Content creation, filming and photography throughout activation
- Co-created content on TfL's social media channels (3.6 million followers)



**£75k\***  
+ VAT

Indicative  
rights cost

**£20k\***  
+ VAT

Indicative  
production cost

**4-6  
weeks**

Lead time (from  
contract signature)

\* Costs vary depending on size and quantity of installations





## Piers takeover

# Make waves in London

TfL Piers give commuters, tourists and families access to residential areas, business hubs and cultural hotspots along the river Thames

With the transport itself being a huge part of a day out, the Piers offer a unique opportunity to showcase your brand and access audiences in a way unlike any other.

Example package could include rights to:

- Branded vinyls across the main waiting room windows
- Branded vinyls across the main waiting room walls
- Branded vinyls across pier totems
- Branded vinyls on the pier roof
- Branded vinyls on handrails and display flags
- Themed tannoy announcements
- Experiential area (dependent on pier size and brand idea)
- Content creation, filming and photography throughout the activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release

**£250k - £500k\***  
+ VAT

Indicative rights cost

**£70k - £100k\***  
+ VAT

Indicative production cost

**12 weeks**

Lead time (from contract signature)

\* Embankment and Westminster piers only



Lost Property partnership

# An opportunity waiting to be discovered

Use the biggest lost property office in Europe to showcase your online marketplace as the best place to find hidden gems

This is an ideal opportunity to create engaging content and promote your narrative across TfL social channels, in paid and owned media, while also exhibiting in TfL stations to help drive awareness.

Example package could include rights to:

- Use of TfL's film team to create highly engaging content at the TfL Lost Property Office and sharing this content across owned and paid media
- Exhibition/experiential spaces within three London Underground stations
- Two 24-hour homepage takeovers on the TfL website
- One blog post hosted on the TfL website
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release



**£80k\***  
+ VAT

Indicative rights cost

**£20k\***  
+ VAT

Indicative production cost

**6 weeks**

Lead time (from contract signature)

\* Costs vary depending on the size and quantity of installations





# Major events





# Major events

Millions of people visit London every year for various events, from shopping sprees to celebrating London Fashion Week or supporting athletes, friends and family at sporting occasions

Successful station renamings and activations, often linked to a major cultural events, resonate well with our customers, and generate widespread social media and press coverage.

This section explores how your brand can reach customers across London and beyond by tapping into TfL's iconic and globally recognised brand, with activations to champion these themes and events.



## London Marathon

# Run with London

The London Marathon is the DLR's busiest time of year, with almost 50,000 runners and 750,000 friends, families and supporters travelling into the city to cheer them on

This high-traffic environment offers the perfect activation opportunity for your brand to reach not only millions of Londoners, but also generate lots of social media and press coverage.

Example package could include rights to:

- A station rename at a chosen station (see page 6)
- A station animation (see page 7)
- A station takeover at key marathon DLR stations (see page 13)
- Content creation, filming and photography throughout activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release



**£200k - £250k\***  
+ VAT

Indicative rights cost

**£30k - £100k\***  
+ VAT

Indicative production cost

**6-8 weeks**

Lead time (from contract signature)

\* Costs vary depending on the station and number of stations included



THANKS GARETH FOR THE INCREDIBLE JOURNEY.  
SOUTHGATE IS YOURS.



**£225k  
- £275k\***  
+ VAT

Indicative  
rights cost

**£15k -  
£30k\***  
+ VAT

Indicative  
production cost

**8  
weeks**

Lead time (from  
contract signature)

\* Costs vary depending on the station and number of stations included

## Major sporting events

# Celebrate sporting success

### Congratulate England and Team GB by turning Victoria station 'victorious'

Sports are a national passion and the recent performances of our men's and women's football teams and Team GB at major tournaments have given the public reason to believe and delivered huge engagement.

'Victorious Station' gives your brand the opportunity to join in these conversations, marking the success of our athletes by renaming Victoria station – one of the busiest on the TfL Network.

### Example package could include rights to:

- Change the external roundel and name bars to 'Victorious'
- Change platform roundels to 'Victorious', featuring partner branding
- Station announcements congratulating the winners on their success from the partner and TfL
- Bespoke branding opportunities across the station including station friezes (name bars) and stair risers
- Content creation, filming and photography throughout activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release



## Pan-network announcements

# Keep Londoners up to date, underground

### Delivering goals for brands and audiences

Align your brand with major sporting events while delivering a real service to Londoners by sharing live goal and sports updates across the Tube network using our station announcement boards.

### Example package could include rights to:

- Broadcast live scores and updates broadcast on the digital departure countdown in more than 140 stations
- Options for additional station animation to complement activation at key stations
- Content creation, filming and photography throughout the activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release



**£200k - £300k\***  
+ VAT

Indicative rights cost

**£15k - £30k\***  
+ VAT

Indicative production cost

**8 weeks**

Lead time (from contract signature)

\* Costs vary depending on the scope, number of lines and duration of the event/tournament





## London Fashion Week

# Dress to impress

With catwalk shows from the finest designers, glittering parties and exciting new trends, London Fashion Week is the ultimate fashion event in the capital. As the fashion glitterati descend on London, put your brand at the heart of the excitement

The Elizabeth line, with its sleek environment and premium look and feel, is the ideal place to promote luxury fashion brands. We will work with you to dress four of the Elizabeth line's best-loved stations with our iconic assets and hallmarks of authentic London, including the roundel, dressed in the colours and patterns of your brand, the cathedral-like concourses transformed into catwalks and bespoke tannoy announcements your arrival.

Example package could include rights to:

- Partner branding on exterior and/or interior station roundels
- Partner branding on wayfinding signage, including platform friezes
- Partner branding on stair risers, floor and wall vinyling in stations
- Themed tannoy announcements
- Experiential space(s) within selected stations to exhibit apparel
- Content creation, filming and photography throughout activation
- Co-created social media on TfL's social media channels
- A joint press release
- Homepage takeover for 48 hours on the TfL website

**£400k\***  
+ VAT

Indicative rights cost

**£70k - £90k\***  
+ VAT

Indicative production cost

**10 weeks**

Lead time (from contract signature)

\* Costs vary depending on number of stations and assets utilised



ExCel Centre – Custom House welcome package

# ExCelerate your event!

Hundreds of brands host events at the ExCel Centre each year. The station is served by the DLR and IFS Cloud Cable Car, making it a major destination for tourists and Londoners

Start the magic as soon as your visitors step off the train and elevate your event above the hundreds held at the ExCel Centre every year with a bespoke welcome package. Greet your visitors with themed tannoy announcements and branded wayfinding signs to seamlessly lead them from the platform to the ExCel. Stair risers, floor vinyling and pole-mounted banners allow plenty of space to display your brand, while roaming characters and product sampling help to surprise and delight.

Example package could include rights to:

- Branded stair risers from the platforms
- One high-impact banner
- Themed tannoy announcements
- Brand name inclusion on double-sided wayfinding signs
- Branded pole-mounted banners
- Branded floor vinyl space
- Experiential space for product sampling or roaming characters
- Content creation, filming and photography throughout the activation



**£70k\***  
+ VAT

Indicative rights cost

**£15k - £30k\***  
+ VAT

Indicative production cost

**6 weeks**

Lead time (from contract signature)

\* Costs vary depending on the number of assets used





## North Greenwich station animation

# Be the headline act at North Greenwich

The O2 is home to multiple calendar events that excite and electrify audiences, drawing in a large footfall from across the city over just a couple of days

Take advantage of the most popular route to The O2 and align with some of the biggest and best entertainment in the capital by taking over North Greenwich station, targeting event goers with bespoke branding across iconic TfL imagery.

Example package could include rights to:

- Partner branding on interior and/or exterior roundels
- Partner branding on platform friezes and lean-to's
- Partner themed tannoy announcements
- Experiential space with opportunity for partner-branded vinyling\*
- Content creation, filming and photography throughout activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release
- Homepage takeover on the TfL website for a 24-hour period

**£250k - £400k\***  
+ VAT

Indicative rights cost

**£70k - £100k\***  
+ VAT

Indicative production cost

**6-8 weeks**

Lead time (from contract signature)

\* No return traffic on event days



# Brand sponsorships

Take the tube to IKEA (a seat guaranteed)



# Brand sponsorships

With more than 160 years' experience of keeping London moving every day, we partner with trusted and recognised brands in sponsorships that offer a long-term, consistent presence across the capital

Through brand collaborations, we explore and create new sponsorship opportunities across our network.

Our partnerships continue to get bigger and better, winning awards such as the Santander Cycles: Social purpose sponsorship at the UK Sponsorship Awards.





Payment partnership

# Tap in to London

Take advantage of a truly unique payment opportunity with the UK's leading contactless vendor

TfL plays a huge part in the payment habits of Londoners. Our Oyster readers are part of fabric of the city, facilitating payment for millions of journeys a day.

This unique opportunity offers your brand the opportunity to reach Londoners and visitors to the city as they are making their payment decisions, with branding on every Oyster reader on the Tube network and around ticket machines at key interchange stations.

Example package could include rights to:

- Branding on all Oyster readers on some or all of our transport modes, including London Underground, the Elizabeth line, London Overground and London Buses
- Branding around ticket machines at key interchange stations
- Content creation, filming and photography throughout the activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release



## Currently sponsored

**£1.6m  
- £3m\***  
+ VAT

Indicative  
rights cost

**£250k  
- £400k\***  
+ VAT

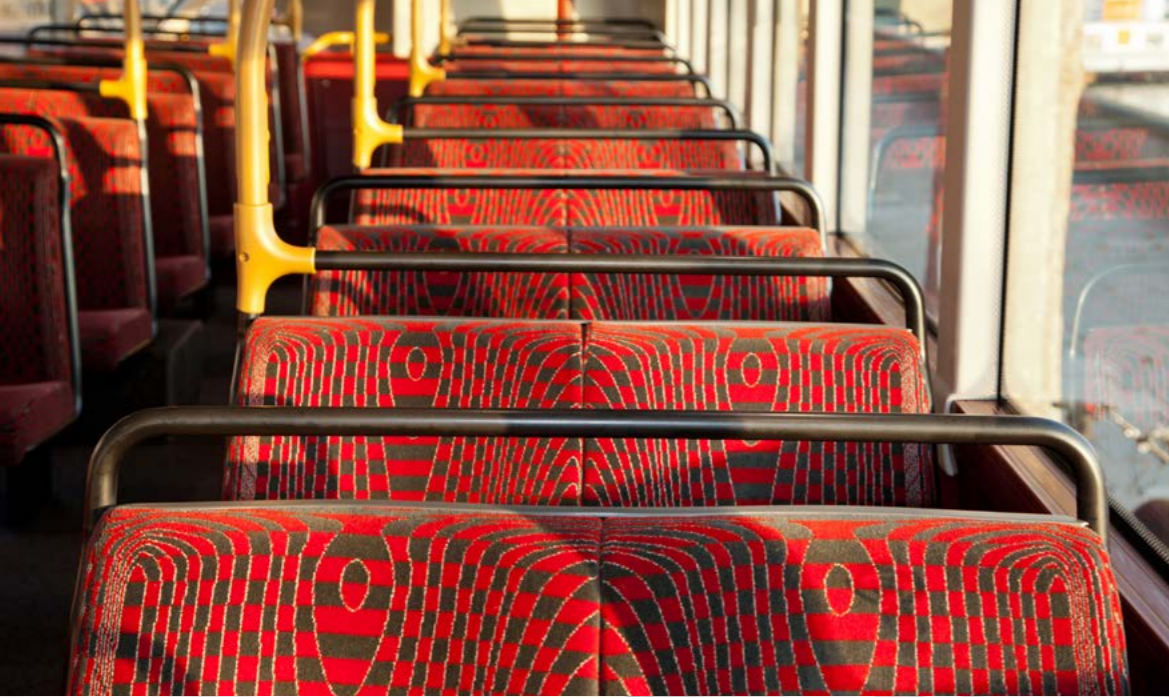
Indicative  
production cost

**July  
2025**

Next scheduled  
availability (subject  
to extension)

\* Costs vary depending on the scale of sponsorship





Co-designed moquette pattern

## Be the fabric of London

Take advantage of TfL's design credentials and Londoners' trust to make a mark on the city by creating a custom co-branded moquette for a Tube carriage

This is a prime opportunity to use TfL's renowned design expertise and trusted reputation to achieve widespread brand exposure and media interest, as well as leaving a lasting impression on the capital and beyond.

Example package could include rights to:

- Reupholstered co-branded moquette in one carriage on one Tube train
- QR codes linking to partner websites woven into the fabric
- Licence to use this intellectual property to create one product during partnership and for 12 months after
- Content creation, filming and photography throughout the activation
- Co-created content on TfL's social media channels (3.6 million followers)
- A joint press release
- Homepage takeover on the TfL website for a 24-hour period

### Available to sponsor

£610k  
- £650k\*  
+ VAT

Indicative  
rights cost

£30k -  
£50k\*  
+ VAT

Indicative  
production cost

6  
months

Lead time (from  
contract signature)

\* Costs will vary depending on the scope of the project



London Cable Car sponsor

# Fly high over London

Become the title sponsor of the first and only urban cable car in the UK, transporting millions of passengers each year

The cable car offers always-on brand presence in the thriving and regenerated Greenwich Peninsula, home to two world-famous venues – the ExCel Centre and The O2.

The constantly changing view from its iconic cabins makes for jaw-dropping content. It also offers reach throughout the capital with high-impact branded sites in Waterloo, Westminster and Canada Water, to name but a few.

Example package could include rights to:

- Be the title partner of the Cable Car
- Change the colour of the Cable Car roundel
- The sponsor's marque to be included in a composite logo
- The sponsor's name to be on all printed and digital rail and Underground maps
- Composite logo to be placed on the exterior of each cable car terminal
- The sponsor's name to be included on station entrance signage



## Currently sponsored

**£500k**  
+ VAT per annum\*

Indicative rights cost

**£100k\*\***  
+ VAT

Indicative production cost

**3 months**

Lead time (from contract signature)

\* Two-year minimum commitment

\*\* Costs vary depending on the scope of the project





Tube map sponsor

# Put your brand on the map!

Sponsoring the Tube map puts your brand in front of London audiences all day, every day

A hallmark of authentic London, the Tube map is arguably the most famous map in the world. It is one of the most viewed pieces of information in the city, a beacon of iconic design and recognised the world over.

Example package could include rights to:

- Use of TfL Tube map IP to create customised versions for above and below-the-line marketing
- Create bespoke digital versions of the map for paid and owned media
- One piece of created merchandise using the customised map
- Brand presence on the TfL website map and the TfL Go app
- Five 24-hour homepage takeovers on the TfL website
- Two short-term activations per year of sponsorship
- Brand presence on 3,000 quad royal Tube maps across 277 stations, plus 500 maps on the DLR, Bus, Overground and Tram network
- Partner branding and messaging on 10 million pocket Tube maps, updated quarterly to reflect brand messaging



## Available to sponsor

**£850k\***  
+ VAT

Indicative rights cost

**£10k - £70k\***  
+ VAT

Indicative production cost

**6 weeks**

Lead time (from contract signature)

\* Costs vary depending on the scope of the project





# Co-created content featuring the TfL brand







## Make memes, movies and memorable content

With iconic assets, from Tube trains to roundels and our famous red buses, aligning your brand with TfL means that together we can create unique content that no other environment can offer

Our intellectual property (IP) is woven into the fabric of pop culture. It is spotted across blockbuster movies, must-have products from mugs to high fashion, and viral video.

Whether it's exploring the magic of CGI, harnessing the power of influencers, or ad imagery featuring our famous brand, we can work with your brand to create truly impactful content.

As seen in our previous famous collaborations with Maybelline and PlayStation, we can tailor content based on your objectives. Costs will vary depending on the IP featured, territory and channels of use.



# How to license TfL brand IP

TfL's portfolio of brand IP are registered trademarks of TfL and protected under copyright. They can only be used in commercial content under a licensed agreement.

TfL's IP also cannot be modified unless as part of a high-value partnership (£250,000 minimum), as seen in the examples featured in this catalogue.

If you would like more information or to create content featuring TfL's brand IP, please see:

[TfL's IP guidance document](#)

[Using TfL brand IP webpage](#)

[Guidance for filming on the TfL network](#)

Third parties using our IP without a licence will be contacted by our Brand Protection team to be granted a retrospective licence and to arrange for the applicable fees to be paid.





## Contact us

If you'd like to talk to us about a commercial partnership, we can develop a bespoke proposal based on your brief. Please fill out a brief, which can be found on the Commercial Partnerships webpage on the TfL website. We will then organise a call to chat through further.

Contact us on [commercialpartnerships@tfl.gov.uk](mailto:commercialpartnerships@tfl.gov.uk)

## Useful links

[Commercial partnerships](#)

[Using TfL brand IP](#)

[Filming](#)

[Advertising](#)

[Product licensing](#)

