

FOR IMMEDIATE RELEASE

TMG'S SLINGSHOT WINS SOUTHBANK CENTRE WINTERTIME 2018/19 EVENT SPONSORSHIP ACCOUNT

Slingshot to manage all commercial partnerships for UK's largest winter cultural celebration

LONDON: 24 April 2018 – Slingshot, the award-winning sponsorship agency today announces that it has been appointed by London's Southbank Centre, the world-famous arts hub, to manage its commercial rights for Wintertime – the UK's largest celebration of winter culture.

Slingshot Sponsorship will handle all commercial rights and partner opportunities ahead of the 2018/2019 event.

Wintertime will once again become the winter destination for Londoners and tourists alike, providing a magnificent blend of inspiring artistic content and family entertainment for the holiday season.

Over the event which spans three months from November 2018 to January 2019, the Southbank Centre's Queens Walk will be transformed into a twinkling winter extravaganza filled with Christmas surprises, attractions and activities for everyone to enjoy. The celebration integrates an unrivalled and truly diverse arts and culture programme, festive food and winter markets, as well as headline shows, the fantastical fairy tale *Rumpelstiltskin* and the daredevil spectacular *Circus 1903* – making it the place to be for both consumers and brands this winter.

Alix Wooding, Director of Development at Southbank Centre said: *"We are thrilled to offer our ever-popular Wintertime once again as a seasonal celebration by the side of the Thames and we are looking for a dynamic partner to help us deliver an experience that is fun and inspiring."*

"Slingshot has an excellent reputation matching partners together and we look forward to working with them to find the perfect team to take with us on this journey."

Slingshot Sponsorship enhances its clients' commercial rights by uncovering new value through development of sponsorship assets thus providing a sustainable platform for brands to benefit from at all levels.

Sam Howell, Sponsorship Director of Slingshot Sponsorship commented: *"Southbank Centre as a location is one of the most well recognised and iconic around the world and we are looking forward to working on the Wintertime event to showcase its undeniable potential to deliver world class partnerships with brand."*

Commercial opportunities are now available for the 2018/2019 Wintertime event.

About Slingshot

www.slingshotsponsorship.com

Slingshot Sponsorship is an innovative strategic sponsorship agency based in Central London. Slingshot Sponsorship works across all industry sectors to help organisations identify, create and optimise media assets so they become engaging marketing opportunities for brands to partner with. Our clients come from television, publishing, events, music, award programmes, and charities with a focus on pushing boundaries in sponsorship.

The Marketing Group plc ("TMG") in brief

TMG is building a global full-service marketing network that respects the individual cultures of each agency that joins. By providing a supportive platform for growth, and an agile management approach, TMG aims to provide a fresh alternative to the big holding companies: Independent Spirit - Global scale. Each company within the group provides specialist marketing services brought together, within complementary communities of practice, to form an international network that can address a global market. The central team supports its subsidiaries through a lean and nimble structure that can respond quickly to change and provide highly effective solutions for clients.

The Marketing Group is listed on Nasdaq First North, Stockholm. www.tmg-plc.com. Mangold Fondkommission AB, +46 8-5030 15 50, is the company's Certified Adviser and liquidity provider.

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