



MODEL BRITAIN 

Explore | Imagine | Inspire



HEADLINE SPONSORSHIP OPPORTUNITY

**In Commemoration of
His Majesty King Charles III's 80th Birthday**



WELCOME TO MODEL BRITAIN

Model Britain is an ambitious, all-new visitor attraction celebrating the best of British culture, heritage, and innovation — all in miniature. Set across 100,000 square feet, this immersive experience recreates an entire nation in stunning detail, from iconic landmarks and bustling cities to remote countryside and coastal towns. Every scene is alive with movement, sound, and light, creating a living, breathing version of the UK that invites visitors to explore, imagine, and be inspired.

At the heart of Model Britain lies a groundbreaking combination of artistry and engineering. Trains glide through valleys, double-deckers navigate busy London streets, and digital displays bring every corner of the country to life. This isn't just a model — it's a storytelling platform. Through clever design and interactivity, the attraction offers a unique way to learn about Britain's past, present, and future while sparking wonder in visitors of all ages.

Launching to coincide with King Charles III's 80th birthday, Model Britain also stands as a celebration of continuity, craftsmanship, and national pride. With a global TV documentary series in production and a headline sponsorship opportunity worth £45 million, the project is already capturing international attention. Whether you're a family looking for an unforgettable day out or a brand seeking a powerful cultural partnership, Model Britain promises to be a destination like no other.

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EXECUTIVE SUMMARY

British Airways Presents A Landmark Celebration of Britain

A Generational Partnership to Celebrate a National Milestone

In time for the 80th birthday of His Majesty King Charles III — November 2028 — a bold and visionary new British landmark will be unveiled, celebrating the spirit, heritage, and future of the United Kingdom.

Model Britain is a world-class, 100,000 sq ft immersive visitor attraction that reimagines the entire United Kingdom in miniature. Built with astonishing precision and powered by world-leading technology, it offers visitors a breathtaking journey through British culture, infrastructure, landscapes, and ingenuity.

This £45 million development is one of the most ambitious privately funded cultural projects in recent UK history. More than a visitor attraction, Model Britain is a statement of national pride — combining storytelling, engineering, and imagination on a grand scale.

We are offering British Airways the exclusive role of Headline Sponsor — a chance to align the nation's most iconic airline with a defining cultural endeavour, in perpetuity.

Why British Airways?

Just as British Airways helped launch the London Eye in 1999, this is an opportunity to place your brand at the centre of a new national icon — one rooted in heritage, imagination, and global relevance.

- A celebration of Britain’s past, present, and future
- A direct connection to a royal milestone
- A platform for storytelling and customer engagement on an epic scale

Model Britain and British Airways share core values: national prestige, global outlook, and timeless British excellence.

The Sponsorship Opportunity

British Airways, as our exclusive Headline Sponsor, will receive:

- Category exclusivity and full naming rights: “British Airways presents Model Britain”
- Prominent branding integration across signage, ticketing, digital, advertising, PR, and merchandise
- Multi-decade brand presence embedded into a permanent national attraction

- Feature integration in a global television documentary series (global broadcast partner in final stages of confirmation)
- Strategic involvement from concept to opening — VIP access, press engagement, and campaign leadership
- A central role in a co-branded global media campaign commemorating King Charles III’s 80th birthday
- Full sign-off rights on brand usage, with a bespoke partnership agreement to safeguard brand integrity

Audience Reach & Measurable Value

- 700,000+ annual visitors, across families, educators, tourists, and STEM enthusiasts
- High dwell time and multi-generational engagement — ages 8 to 65+
- Projected £100M+ in media value across earned, paid, and owned channels
- Long-tail exposure through on-site content, digital storytelling, and press features
- Access to a robust performance dashboard:

1. Brand exposure tracking
2. Visitor engagement metrics
3. Sentiment analysis
4. Quarterly reporting with clear ROI data

Project Foundations & Execution Credibility

Model Britain is being developed by a leadership team with deep expertise in large-scale attraction development, engineering, operations, and media production.

- Construction-ready by 2026
- Global broadcast partner in final stages of confirmation
- Leading architectural, digital and exhibit design teams already engaged
- Legal and protocol alignment around the King’s commemorative positioning is underway
- Project governance led by an experienced board, with strategic roles open to sponsor representatives



**SPONSORSHIP OPPORTUNITY
MODEL BRITAIN**





Key Milestones

Q4 2025	British Airways announced as Headline Sponsor
2026–2028	Construction, media build-up, campaign rollouts
Oct 2028	Soft opening of Model Britain Official Launch Day HM King Charles III's 80th Birthday – National Spotlight

Strategic Value Beyond Visibility

This partnership offers more than brand exposure — it offers legacy.

- **National prestige:** align your brand with a royal moment and a new British landmark
- **Global visibility:** a high-profile attraction, a global documentary, and enduring press value
- **Cultural leadership:** support green building, skills development, regional regeneration, and educational outreach
- **Customer engagement:** a tangible destination that connects emotionally with millions of visitors annually

Model Britain is a cultural landmark in the making — bold in ambition, national in spirit, and global in reach.

We are seeking not just a sponsor, but a visionary partner to lead this journey with us.



EXPLORE | IMAGINE | INSPIRE





Model Britain A Legacy in the Making

This is a sponsorship with heart, heritage, and ambition. Model Britain is not simply an attraction — it is a living, breathing celebration of the United Kingdom.

We are seeking a visionary partner to help tell this story. One brand. One legacy. One moment in time.

British Airways presents Model Britain. Let's build it together.

A Message from our Founder

Gary McCauley, Founder & CEO – Model Britain

Model Britain is more than an attraction. It is a national statement — a physical embodiment of who we are, what we've built, and where we're headed.

It's a tribute to British imagination, engineering, creativity, and character. A place where every region, every landmark, and every story comes to life in miniature — powered by technology, precision, and wonder.

This project will stand as one of the great cultural legacies of our time.

Opening in October 2028 to honour the 80th birthday of His Majesty King Charles III, Model Britain is designed to become a national icon — a permanent fixture in the story of 21st-century Britain. From a global documentary series with Discovery Channel to a landmark visitor destination with enduring educational, tourism, and cultural

impact, its reach will be both immediate and generational.

But no legacy is built alone.

British Airways is not simply a brand. It is one of the few institutions that represents Britain on the world stage with authenticity, elegance, and ambition. As we bring Model Britain to life, we are seeking a partner that understands what it means to carry the nation's identity — not just across the skies, but into the future.

This is an opportunity to lead a project of national and international significance. To stand at the centre of a moment in history. To inspire pride, connection, and imagination in millions.

I believe British Airways is the ideal partner

for this journey. Together, we can leave something behind that outlasts the moment — something the world will remember.

With respect and optimism,

Gary McCauley
Founder & CEO – Model Britain

“Explore, Imagine, Inspire.”





FOUNDERS MESSAGE

VISION & CONCEPT





A national landmark in miniature

A legacy in motion

**Launching October 2028 to honour
His Majesty King Charles III's 80th birthday**

Model Britain is an unprecedented cultural destination that brings the entirety of the United Kingdom to life—on a miniature, but truly monumental, scale.

This immersive 100,000 square foot attraction reimagines Britain's cities, landscapes, infrastructure, and historic landmarks in exquisite detail. Powered by innovation and storytelling, the experience invites guests of all ages to explore the UK from a new perspective—complete with animated vehicles, lighting cycles, soundscapes, and live updates.

Set to open in October 2028, Model Britain is not only an attraction—it is a nation-building project, a commemorative legacy, and a strategic opportunity for visionary partners.



Built by Britain For Britain

Designed, engineered, and constructed by leading British artisans, technicians, and modelmakers.

A celebration of British excellence—across craft, heritage, and forward-thinking design.

What Makes It Unique

Technological Scale & Craftsmanship.

The UK's first immersive miniature nation, designed for international scale.

Thousands of moving parts—animated scenes, real-time transport simulations, dynamic lighting and storytelling.





Ever-Evolving Content Platform

Unlike static museums, Model Britain is designed to grow—with updates reflecting national events, innovations, and cultural milestones.

Globally Positioned Nationally Rooted

700,000+ projected annual visitors.

Global media footprint through a Discovery Channel documentary series following its construction and opening.

High-impact social, educational, and economic value embedded at every level.



VISION AND CONCEPT

Cultural Significance & Legacy

A Tribute to Britain's Identity

Model Britain was conceived as a living portrait of the UK—an intricate blend of heritage and modernity, connection and individuality. It celebrates Britain's great cities and quiet villages alike, drawing on the emotional and imaginative pull of childhood wonder and civic pride.

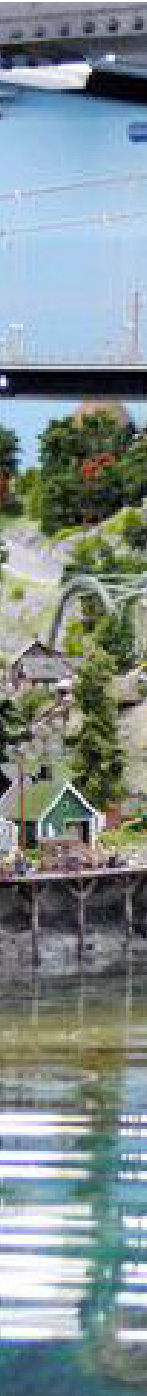
A Legacy for the Nation

Its launch coincides with a historic national moment: the 80th birthday of His Majesty King Charles III. As such, the project

becomes more than an attraction—it becomes a commemorative legacy that honours continuity, community, and creative ambition.

A Strategic Mirror to the London Eye

Just as the BA-sponsored London Eye transformed the South Bank and became an icon of the millennium, Model Britain offers a new legacy moment—one rooted in British storytelling, accessible tourism, and enduring cultural value.





VISION AND CONCEPT



Why British Airways?



Model Britain mirrors your global mission: to connect people and places with pride, imagination, and purpose.

As the exclusive headline sponsor, British Airways will be forever associated with a project that redefines national identity and inspires future generations.

It's not just brand exposure—it's brand embodiment.

Headline Sponsorship Offer

An Unprecedented National Partnership Opportunity

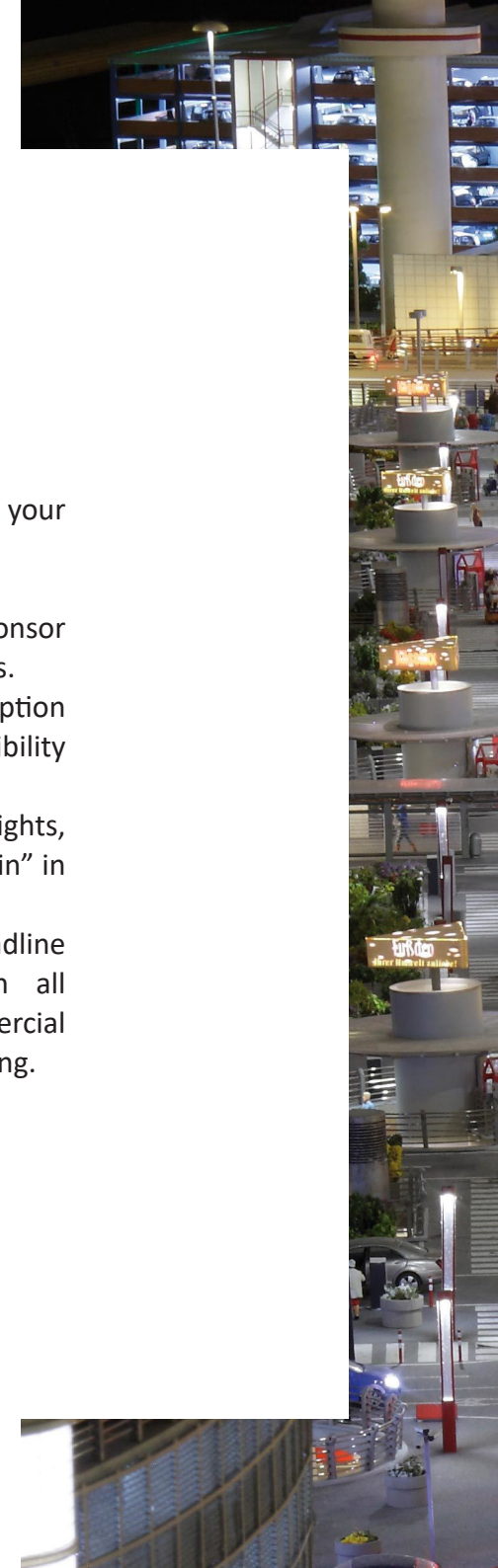
Model Britain invites a singular brand to assume the position of exclusive Headline Sponsor—a £45 million opportunity to become permanently aligned with Britain's most ambitious cultural and tourism project of the 21st century.

This is not simply a sponsorship; it is a rare chance to shape, present, and lead a national icon.

Rights, Exclusivity & Term

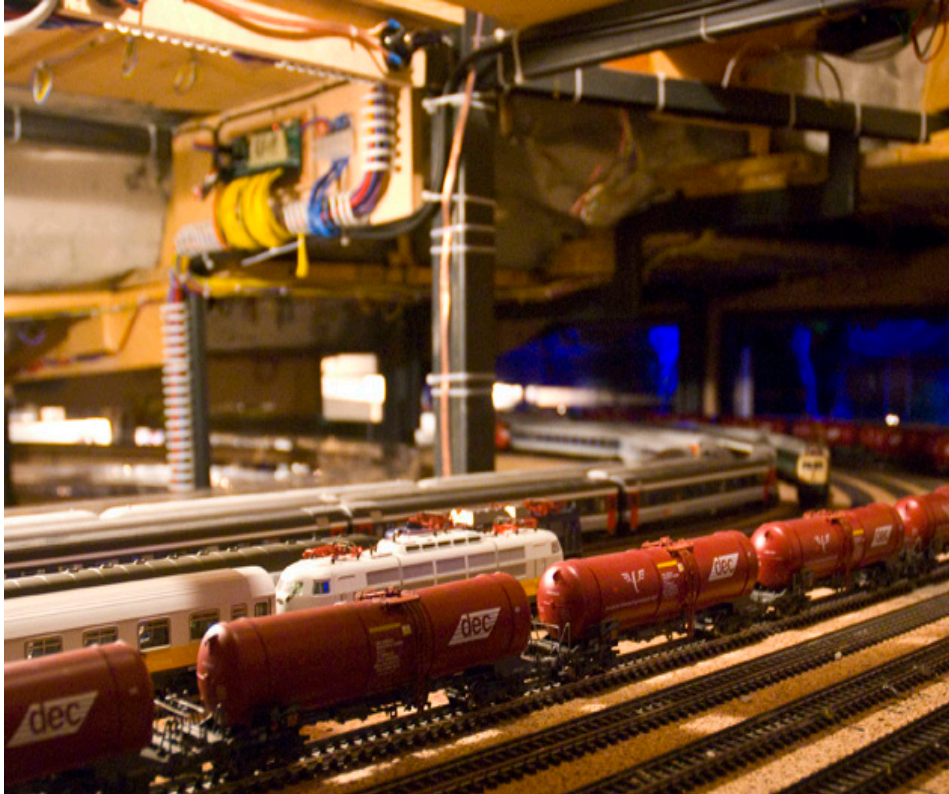
As the exclusive Headline Sponsor, your organisation will receive:

- Category Exclusivity across all sponsor activations and commercial rights.
- A 10-year agreement with the option to renew, ensuring long-term visibility and equity.
- Global brand activation rights, enabling the use of “Model Britain” in international campaigns.
- Recognition as Official Headline Sponsor of Model Britain in all communications, commercial partnerships, and public messaging.





HEADLINE SPONSORSHIP OFFER



Royal Alignment King Charles III's 80th Birthday

Model Britain will officially open on the 80th birthday of His Majesty King Charles III, marking it as a defining cultural event of the decade.

As Headline Sponsor, your brand will be directly associated with this historic national celebration, gaining:

- Inclusion in royal commemorative materials and official narratives
- Presence at the state-affiliated opening ceremonies
- Integration into national and international press coverage connected to the Royal occasion

No other sponsorship opportunity in Britain offers this level of symbolic association.

Naming Rights & Co-Branding

Headline Sponsor naming rights offer a co-branded title across every touchpoint: "[Your Brand] Presents Model Britain"
For example: British Airways Presents Model Britain

This title will appear across all permanent signage, digital assets, wayfinding, promotional materials, and earned media coverage. The naming will define the attraction in the public imagination and media for generations.





Summary

A Defining Brand Moment

This is a legacy-defining opportunity to partner with a once-in-a-generation project—a cultural beacon, a tribute to British ingenuity, and a national gift on the occasion of His Majesty's 80th year.

Model Britain is where heritage meets imagination. Your brand will lead it.

Lead Branding Across All Assets

The Headline Sponsor will enjoy dominant brand visibility across every public and private interface of Model Britain, including:

- Landmark Signage at the main entrance, plaza, and anchor zones
- First position branding on all digital platforms, mobile applications, and printed materials
- Co-branded ticketing, merchandise, uniforms, and digital content
- A bespoke Brand Experience Zone within the park for visitor interaction and storytelling
- Media prominence across all official documentaries, press releases, and third-party content—including the global Discovery Channel series following Model Britain's development



HEADLINE SPONSORSHIP OFFER





Why Sponsor Model Britain?

Model Britain is a once-in-a-generation opportunity to become the founding sponsor of a national landmark — a living celebration of the United Kingdom’s heritage, ingenuity, and enduring global influence. Designed to inspire, educate, and unite, Model Britain provides a platform for unparalleled brand integration, cultural legacy, and strategic alignment at the highest level.

Enduring Alignment with National Values

Model Britain is built upon four pillars — Education, Culture, Sustainability, and British Heritage — reflecting the very values that define modern British leadership, both at home and on the world stage.

Education: Empowering future generations through STEM-rich exhibits, curriculum partnerships, and school access initiatives.

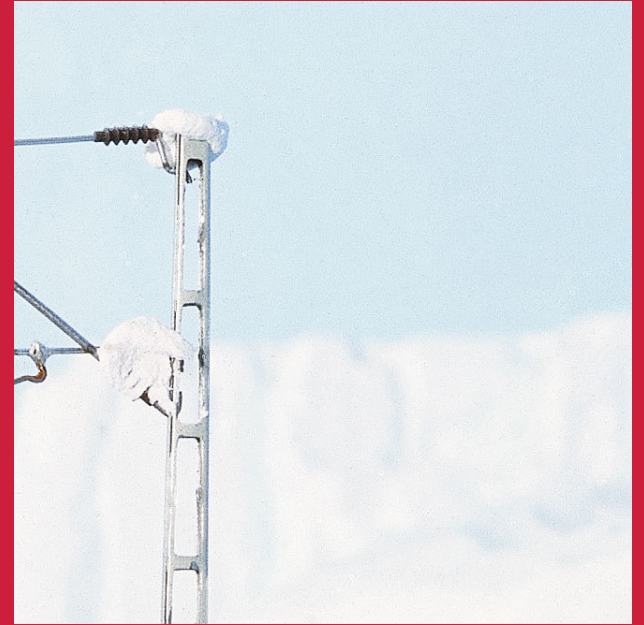
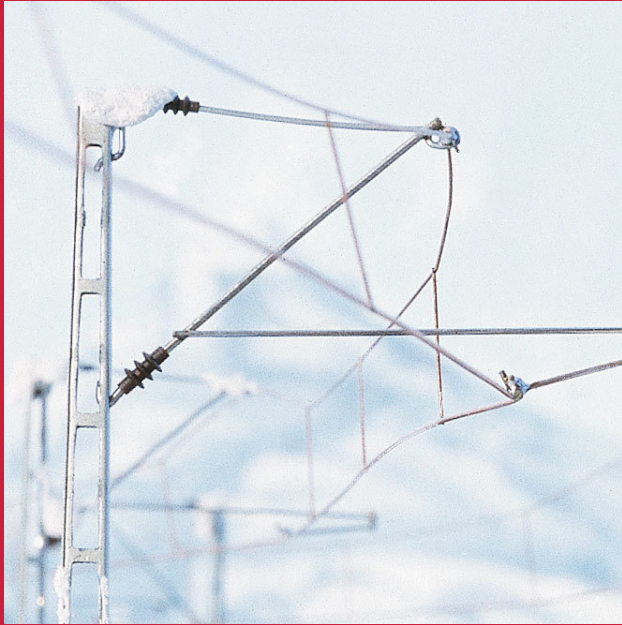
Culture: Celebrating the full spectrum of British identity — past, present, and future — through immersive storytelling and inclusive design.

Sustainability: A commitment to regenerative development, circular operations, and carbon neutrality — showcasing the UK’s climate leadership.

Heritage: Honouring the legacy of Britain while inspiring its future, with the project timed to commemorate His Majesty King Charles III’s 80th birthday.

This is not a theme park. It is a national statement — and your brand can be at its heart.





Audience & Market Reach

Model Britain is designed to become a national icon and international destination — a cultural landmark that celebrates the best of Britain while offering unmatched reach, engagement, and visibility for strategic partners. Anchored in one of the UK's fastest-growing and most economically dynamic regions, the attraction is forecast to welcome over 700,000 visitors annually, supported by robust market fundamentals, a strong family appeal, and a unique media platform through the Discovery Channel.

Visitor Projections

Model Britain's visitor forecasts are underpinned by extensive market benchmarking, location analysis, and sector expertise. At full operation, the attraction is projected to draw 700,000 visitors per year, placing it in the upper tier of UK heritage and experience-based destinations. This volume ensures high-frequency brand exposure and consistent audience engagement, both in person and through digital amplification.

Strategic Location: The Milton Keynes Growth Corridor

Positioned on the outskirts of Milton Keynes — one of the UK's most successful post-war urban centres — Model Britain benefits from a world-class strategic location at the nexus of the Oxford–Cambridge Arc and the London–Birmingham corridor. Key regional data includes:

Population: Now exceeding 290,000 (ONS, 2024), Milton Keynes is among the UK's fastest-growing urban areas, with projections exceeding 320,000 by 2030.

Economic Powerhouse: Milton Keynes' economy is valued at over £14 billion annually, driven by advanced manufacturing, logistics, fintech, and professional services.

Connectivity: Direct motorway access via the M1 (Junction 14), rapid rail links to London (33 minutes) and Birmingham (50 minutes), and proximity to Luton and Heathrow airports position the site within easy reach of 20+ million people within a 90-minute drive.

Leisure Capital: Milton Keynes is already the dominant leisure and retail destination between London and Birmingham, attracting high levels of domestic day-trippers and family groups.

Target Demographics

Model Britain is purpose-built to appeal to a diverse and high-value cross-section of society, including:

- Families with school-age children, seeking enriching and immersive days out.
- Domestic tourists across the UK are exploring British landmarks and culture in one location.
- Educational groups, supported by a structured school programme and curriculum tie-ins.
- International travellers, drawn by the global appeal of British history, monarchy, and innovation.
- Young adults and cultural consumers, including Millennials and Gen Z, who favour interactive, story-driven, and shareable experiences.

This wide-ranging appeal supports year-round engagement and opens up diverse activation opportunities for sponsors, from experiential campaigns to CSR programming and educational outreach.

Geographic & Tourism Reach

Model Britain's geographic reach extends across:

- **UK National Market:** Capturing both day-trip and short-break visitors from across England, Wales, Scotland, and Northern Ireland, aided by exceptional rail, road, and air access.
- **Global Tourism Market:** Leveraging Britain's enduring soft power and appeal as a travel destination, particularly among visitors from the **US, Canada, Europe, India, and East Asia**. Model Britain is uniquely positioned as a "one-stop journey" through Britain's landscapes, institutions, and cultural icons.

Global Media Platform: Discovery Channel Partnership

In partnership with the Discovery Channel, a multi-episode documentary series is in development that will follow the planning, construction, and opening of Model Britain. This is not just an attraction — it is a broadcast event. Key highlights include:

- **100+ countries** of distribution via Discovery's global network.
- **Tens of millions of viewers worldwide**, across both traditional and streaming platforms.

- **Integrated sponsor visibility** throughout the documentary, including behind-the-scenes access, product placement, and co-branded content opportunities.
- **Earned media impact** via national press, international coverage, and social media traction.
- Estimated media value in excess of £100 million across owned, earned, and paid channels.

Catchment Area & Regional Audience Dynamics

Model Britain's location within the dynamic Milton Keynes corridor offers unrivalled access to a dense, affluent, and highly mobile catchment population. Positioned within the Oxford–Cambridge Arc, the attraction is well-placed to draw from both urban and suburban centres across the South East, East of England, and Midlands, supported by a mature transport network and robust regional brand appeal.

Catchment Population Insights

- **Primary Catchment** (0–30 minutes' drivetime) includes Milton Keynes, Northampton, Bedford, Luton, and surrounding areas — encompassing over 1.3 million residents.

- **Secondary Catchment** (30–60 minutes' drivetime) extends to Cambridge, Oxford, Birmingham's outskirts, and North London, bringing the total catchment to over 12 million people.
- **The Tertiary Catchment Area** expands that reach to over 21 million residents, representing 31% of the UK population within a 90-minute drive.
- **The average journey time** for Milton Keynes leisure visitors remains 22 minutes (ACORN research), reinforcing local and regional accessibility.

Demographic Profile & Socio-Economic Segmentation

Catchment analysis conducted using updated ACORN and PersoniX Geo segmentation reveals:

- 53% of primary catchment residents fall within the top two affluence bands, compared to 37% nationally.
- Milton Keynes ranks 6th among the top 50 UK regions for population affluence and 3rd when compared specifically with major standalone attractions.
- 69% of visitors to Central Milton Keynes are female, with an average age of 46.
- 57% are aged 45+, with 37% over 55.

- Socio-economic segmentation:
AB: 29%
ABC1: 69%
C1C2: 54%
DE: 17%
- **Predominantly family-oriented** households: 29% have children; most are married or living as couples.

Travel Behaviour & Accessibility

- **68% of visitors travel by car**, validating the importance of vehicular access and Model Britain's parking infrastructure.
- **The average distance travelled** to Milton Keynes leisure venues is **11.3 miles**
- **Four international airports — Luton, Heathrow, Stanstead and Birmingham** — are all within a 60-minute drive, supporting inbound tourism.
- The M1 corridor and West Coast Main Line offer **fast rail and motorway links** to London (33 mins), Birmingham (50 mins), Oxford (55 mins), and Cambridge (65 mins).

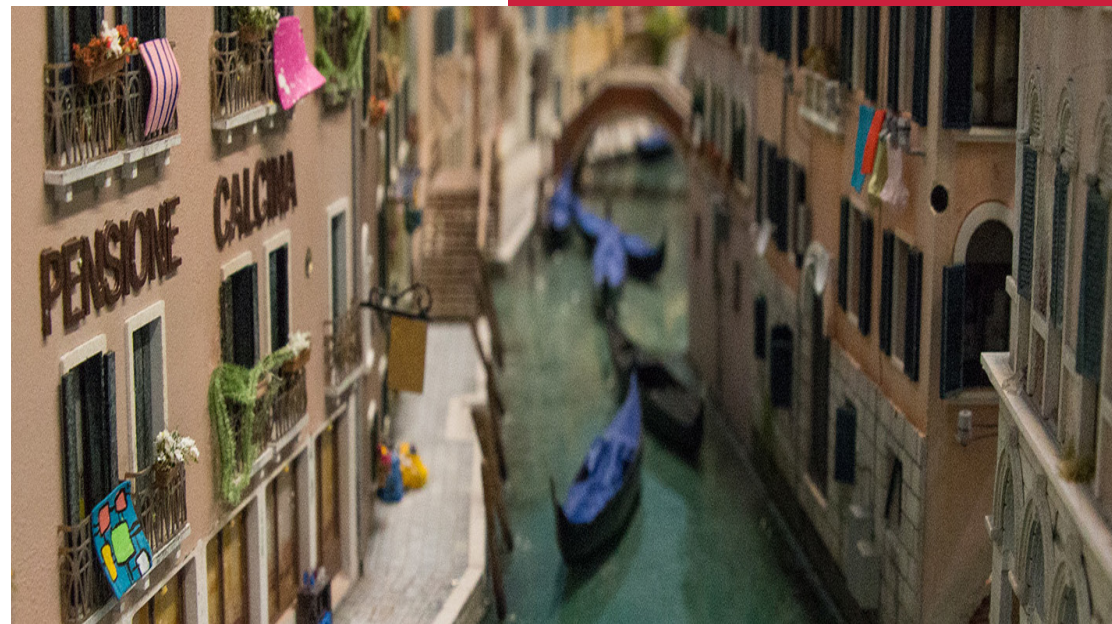


Future Growth & Urban Expansion

- Milton Keynes is forecast to become the **16th largest city in England by 2031**, overtaking established cities like Newcastle and Brighton.
- The city continues to attract investment, talent, and infrastructure funding, reinforcing its role as a regional powerhouse and ideal host for a national-scale attraction like Model Britain.

Audience Attitudes & Intent to Visit

- **93%** of visitors have a favourable impression of Milton Keynes and find it **easy to navigate**.
- **78%** of surveyed leisure visitors indicated they would visit Model Britain once open.
- **92%** said they would bring **children or grandchildren**, underlining the attraction's multigenerational appeal and strong family audience base.





Media & Broadcast Exposure

A National Moment. A Global Stage

Model Britain will not simply open—it will be unveiled to the world as a modern British icon. The project’s media and broadcast strategy has been engineered to generate deep cultural resonance, monumental visibility, and enduring global interest.

For our headline sponsor, this represents a singular opportunity to stand at the intersection of heritage, innovation, and history—reaching millions through every screen, channel, and headline.

Global Broadcast & Streaming Strategy

Our international media footprint is being shaped in collaboration with the world’s most respected broadcast and streaming platforms.

A formal offer has been received from the Discovery Channel to produce and globally air a premium docuseries chronicling the journey from vision to opening day.

Active negotiations are underway with Netflix, exploring the potential for an original series that places Model Britain among its flagship global storytelling content.

Discussions are also progressing with major UK regional and national broadcasters, ensuring saturation-level domestic coverage alongside global reach.

This is not just media coverage—it is cultural documentation. And our sponsor will be embedded at the heart of the story



MEDIA AND BROADCAST EXPOSURE

Projected Audience & Media Value

Our projected media impact will rival the world's most high-profile cultural events. Conservative projections indicate:

- Over 250 million global impressions across television, digital platforms, press, and social media
- Earned media value exceeding £100 million, based on independent valuation models spanning broadcast airtime, branded content, and PR exposure
- Continued visibility through international syndication, on-demand streaming, and institutional licensing for years beyond launch





Multi-Layered Publicity Campaign

Our integrated communications strategy spans the full lifecycle of the project, from first foundations to opening day and beyond:

- National and global press coverage across leading publications, broadcast media, and cultural commentary channels
- A landmark Royal Launch Event in October 2028, commemorating His Majesty King Charles III's 80th birthday—with full media accreditation, diplomatic attendance, and red carpet presence
- Influencer and creator partnerships, targeting families, educators, travel audiences, and heritage enthusiasts across TikTok, YouTube, and Instagram
- Immersive digital content, including behind-the-scenes experiences, AR/VR elements, and livestream coverage of key milestones

Sponsor-Centric Media Integration

The headline sponsor's presence will be seamlessly integrated across all channels, ensuring prominence and prestige:

- Brand attribution in all programme titles, trailers, opening/closing credits, and PR mentions (e.g. Model Britain, presented by [Sponsor Name])
- Visual branding across all campaign materials, signage, merchandise, and digital platforms
- Executive media access, including interviews, featurettes, and speaking roles at key events
- Co-branded content opportunities with broadcasters and influencers, ensuring authentic storytelling and organic reach

**Model Britain will define a cultural moment for the nation.
Our sponsor will define how it's remembered around the world.**





MEDIA AND BROADCAST EXPOSURE



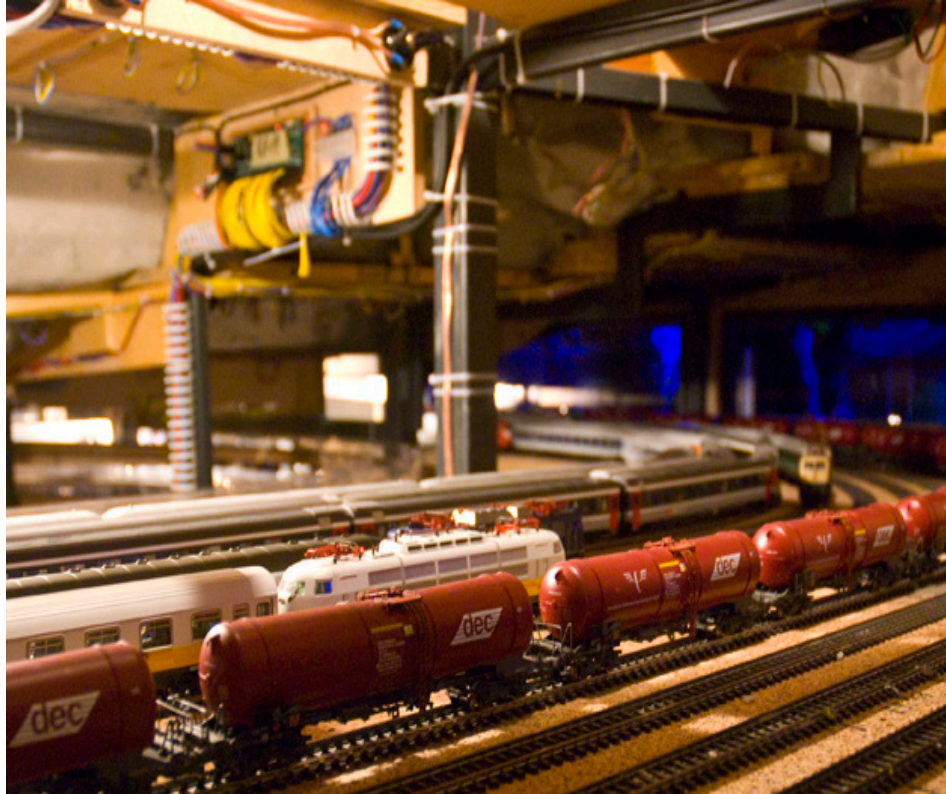
BRAND INTEGRATION OPPORTUNITIES



A National Landmark, Powered by Your Brand

Sponsorship of Model Britain offers far more than visibility — it is a legacy investment in the cultural, educational, and technological future of the United Kingdom. This is your opportunity to align your brand with a project of national significance, international attention, and generational impact.

Just as British Airways' sponsorship of the London Eye became one of the most iconic brand partnerships in British history, Model Britain now offers the next evolution — a platform to cement your brand at the heart of the nation's identity.



2. Architectural & Experiential Branding

Grand entrance gates featuring co-branded sculptural architecture, visible to every visitor, drone, and broadcast.

A dedicated “Sponsor Pavilion” — a curated showcase of your brand’s contribution to innovation, sustainability, or UK heritage.

Exterior lighting sequences in sponsor brand colours on key national occasions.

Immersive, Enduring, Unmissable Brand Presence

1. National Naming Rights

Model Britain will carry your brand name across every medium, mention, and moment. Examples include:

- Model Britain, presented by British Airways
- Tickets to Model Britain, powered by [Sponsor Name]
- Discovery Channel’s “Inside Model Britain – in partnership with [Sponsor Name]”

This is not logo placement — it is cultural integration.





3. Tickets, Digital Infrastructure & Membership Ecosystem

Sponsor branding across all physical and digital tickets, confirmations, apps, and annual membership packages.

“Powered by [Sponsor]” integrated into all online bookings, mobile platforms, and onsite digital kiosks.

Priority access programs or “Sponsor’s Circle” membership tiers developed with your loyalty ecosystem.

4. Merchandise & Retail

Official co-branded merchandise line (e.g., Model Britain x British Airways collection).

Sponsor-led retail activations or experience zones with exclusive products or immersive brand storytelling.



5. Signage, Storytelling & Wayfinding

- Branding section entrances (e.g., The British Airways Terminal Experience in the model airport zone).
- Integration into site-wide maps, guides, app navigation, and in-park storytelling content.

6. Global Media Integration

- Guaranteed brand visibility across all press and media assets.
- Brand presence within the globally distributed Discovery Channel series covering the construction and opening.
- Mention in every PR, journalist visit, social media release, and influencer feature: “Model Britain – built for the nation. Presented by [Sponsor Name].”



BRAND INTEGRATION OPPORTUNITIES

Legacy Inspiration: The British Airways–London Eye Model

We are building on your blueprint.

Strategic Outcome	London Eye (2000)	Model Britain (2028)
National Identity	Became a symbol of modern London	A permanent icon of the UK in miniature
Media Reach	30M+ global viewers in first year	100M+ via Discovery, BBC, socials
Sponsor Naming Rights	“British Airways London Eye”	“[Sponsor] Model Britain”
Branded Experience	BA presence in every capsule	Sponsor-built experience zone
Merchandise Legacy	High-demand co-branded items	Collector editions, digital exclusives



A Partnership with Historic Weight

In 2028, the UK will celebrate the 80th birthday of His Majesty King Charles III. Model Britain's launch is timed to mark this occasion — and your brand has the opportunity to be forever associated with that moment of national pride.

This is not just a sponsorship. It is a cultural alliance.

A chance to say:

“We were there. We helped build it. And we’ll be remembered for it.”



Return on Investment

A Legacy Partnership with British Airways

Becoming the **founding and exclusive sponsor of Model Britain** is more than a commercial opportunity—it is a once-in-a-generation chance for British Airways to cement its role as the aviation embodiment of British identity, pride, and global leadership.

This is not just sponsorship.

This is nation-building at miniature scale, and global scale simultaneously.

I. Monumental Brand Visibility

British Airways will be the sole airline interwoven into the DNA of the United Kingdom's most ambitious cultural attraction of the decade.

- Over 250 million impressions annually, across physical, digital, media and partner channels.
- Global broadcast through the Discovery Channel's international docuseries, filmed from construction to grand opening.
- Prominent integration in:
 - Model Britain's main gateway architecture.
 - Transport and aviation zones, curated in collaboration with British Airways.
 - National ad campaigns, merchandise, and press coverage.

Your brand won't just be seen. It will be felt, experienced, and remembered.

II. Category Exclusivity & Unrivalled Influence

British Airways will hold a sovereign sponsorship position, with total category exclusion and co-creator influence:

- Title Rights: "Model Britain presented by British Airways".
- Permanent Presence: BA-themed installations, exhibits, and storytelling moments within the attraction.
- Creative Authority: Direct collaboration on experience design, aviation-themed pavilions, and guest journeys.

This is not a badge on a wall.

It is co-authorship of a national icon.

III. Prestige Hospitality & Royal Association

British Airways will be the ceremonial host of the most prestigious guests to enter Model Britain:

- Invitation-only access to the royal launch, press days, and international media events.

- A bespoke British Airways lounge for elite hospitality, government receptions, and client hosting.
- Employee engagement programs, family passes, and year-round access for British Airways staff and stakeholders.

IV. Strategic Campaign Leverage

This partnership becomes a pillar in your brand narrative, fuelling every channel and audience segment:

- Co-branded advertising campaigns across digital, OOH, cinema, and inflight.
- Speaking rights and leadership presence at all major milestones and public briefings.
- Alignment with Model Britain's education, sustainability, and innovation agenda—underscoring British Airways' environmental and social leadership.

This is not media spend.

This is cultural capital at scale.

V. The Crown Connection

The grand opening of Model Britain is scheduled for 14 November 2028—His Majesty King Charles III's 80th Birthday. British Airways will be honoured as:

Long-term custodian of the attraction's aviation and global travel experience.

- Founding partner in a national gift to the King. Embedded presence within the Discovery Channel global broadcast series
- Lead brand in all commemorative materials, broadcasts, and ceremonial events.
- Long-term custodian of the attraction's aviation and global travel experience.

Summary

British Airways will not merely sponsor Model Britain. You will define it. Shape its story. Stand at its centre.

This is legacy marketing—woven into the cultural, historical, and emotional fabric of the United Kingdom.

This is your Concorde moment.

And the runway starts here.



RETURN ON INVESTMENT

Timeline & Milestones

Forging a National Landmark In Partnership with British Airways

2025 | Foundation of Legacy

Q2 2025

- Finalisation of strategic land and planning agreements
- British Airways formally announced as the exclusive naming partner
- Official commencement of pre-construction activity
- First coordinated PR activation across UK national press and British Airways media platforms

Q3 2025

- Release of the **Master Vision**: a full architectural and experiential reveal to press and stakeholders
- Filming begins for the Model Britain: Building a Nation series, in partnership with Discovery Channel
- Integration of British Airways in all public-facing and investor communications

2026 | A Nation Under Construction

Q1 2026

- **Groundbreaking Ceremony** – broadcast event with senior government and Royal representatives
- Engineering and infrastructure works commence
- Campaign Phase I: “*Britain Begins*” – early story-driven teasers deployed across earned and owned media

Q3 2026

- First structures rise – British Airways-sponsored pavilions take shape
- Executive hard-hat tours and private investor showcases

Model Britain is not just an attraction—it is a statement.

A landmark project celebrating the United Kingdom’s heritage, ingenuity, and future ambition.

The timeline below sets the path toward the most anticipated public opening in a generation—unveiled in honour of His Majesty King Charles III’s 80th birthday.

2027 | Bringing Britain to Life

Q1 2027

- Internal theming and immersive storytelling buildout begins
- Full deployment of British Airways experiential integrations across guest journey
- Campaign Phase II: “*The Journey Home*” – building emotional anticipation among UK and global audiences

Q3 2027

- Completion of primary architectural zones
- National and international travel partners onboarded for 2028 launch
- Trailer released for *Model Britain: Building a Nation* – set to air in 120+ countries

2028 | The Crown Year

Q1 2028

- Pre-opening trials, guest-flow rehearsals, and operational validation
- British Airways immersive zone completed and press-previewed
- Campaign Phase III: “*Come Together*” – nationwide broadcast, editorial, and social media blitz

October 2028

- **Soft Opening** – exclusive preview month for members, press, and British Airways guests
- VIP Gala & Discovery Channel Global Premiere

14 November 2028

- **Official Grand Opening of Model Britain**
- Held on **King Charles III’s 80th Birthday**
- Nationally televised ceremony with Royal presence
- **British Airways Landmark Unveiling:** A permanent fixture on the national cultural map

Financial Summary

Positioning British Airways as the Legacy Brand Partner for the United Kingdom’s Most Ambitious Cultural Attraction

Total Project Investment

£45 million

Fully funded through an exclusive sponsorship opportunity with British Airways, this capital will deliver:

- A world-class, 100,000 sq ft national visitor attraction
- Cutting-edge digital and physical experiences
- Pre-opening marketing, national media engagement, and royal commemoration alignment
- Full operational deployment for launch and Year 1

British Airways Headline Sponsorship

Model Britain — presented by British Airways
Exclusive Investment Opportunity: £45 million

Positioned as the sole naming-rights sponsor, British Airways will become the founding partner of a national institution, visibly reinforcing its role as the UK’s flag carrier in the eyes of 700,000+ annual visitors and a global broadcast audience.

This is not a donation—it is a high-profile brand alignment with long-term strategic returns.

Sponsorship Value Framework

Category	Strategic Value Delivery
Naming Rights	Prominent co-branding across the attraction, ticketing, signage, website, PR, and physical media: <i>Model Britain presented by British Airways</i>
Flagship Brand Zone	A permanent “British Airways Terminal” within Model London — complete with aircraft exhibits, customer experience simulations, and lounge hospitality
Global Media Exposure	Co-branded presence across all international promotional content, including the Discovery Channel series reaching 100M+ households
Customer Engagement	Exclusive loyalty integrations (Avios), branded digital experiences, and BA-exclusive visitor offers
Prestige Alignment	First and only brand to be aligned with Model Britain’s opening and His Majesty King Charles III’s 80th birthday

Projected Commercial Performance

Revenue & Visitors Forecast

Metric	Estimate (Year 1)
Visitors	700,000
Ticket Revenue (@£19.99 avg)	£13,993,000
In-Venue Spend (@£11.99 avg)	£8,400,000
Total Gross Revenue	£22.4 million
Operating Costs	£8–10 million
Estimated EBITDA Margin	50–55%
Time to Break-Even	< 12 months

Media & Brand ROI Projection

British Airways' sponsorship is projected to generate over £100 million in earned media value over five years via:

- **National and global press** (launch and opening)
- **Broadcast coverage** (Discovery Channel documentary)
- **Long-term brand embeddedness** in Model Britain and British cultural life
- **Tourism alignment** with UK regional, government, and VisitBritain partnerships



A National Statement, a Brand Legacy



This is a once-in-a-generation opportunity. British Airways won't just be a sponsor—it will be written into the story of a new British landmark.

Governance & Leadership

National-Grade Stewardship

Model Britain has been structured from inception to deliver enduring national value, with governance and leadership reflective of a project of international cultural importance. As a privately held limited company, its leadership model ensures agile execution, absolute accountability, and a long-term vision deeply aligned with Britain's global identity.

The governance architecture balances entrepreneurial energy with institutional discipline — providing British Airways with a strategic partner that is both creatively bold and operationally rigorous.

Executive Leadership

Gary McCauley — Founder & Chief Executive Officer

A proven entrepreneur with a track record in engineering and operational delivery, Gary holds 90% equity and full strategic control. His vision for Model Britain as a living, evolving showcase of national innovation has positioned the project as one of the UK's most significant new visitor experiences. He leads all sponsor engagement and serves as the project's principal brand steward.

TBC — Chief Operating Officer

TBC brings two decades of experience in major venue operations from Merlin Entertainment, infrastructure coordination, and guest experience logistics. With a focus on high-footfall attractions, his oversight ensures the physical and operational layers of Model Britain are executed with precision, scale, and resilience.

Ian Easton — Chief Financial Officer

With an extensive background in large-scale developments and financial structuring, Ian ensures Model Britain meets the highest standards of fiscal governance. He leads on investor relations, reporting, and long-range forecasting, ensuring sponsor transparency and ROI tracking from pre-opening to steady-state operations.

Gerrit & Frederik Braun — Strategic Advisors & Minority Shareholders

Founders of Miniatur Wunderland, the world's most successful model attraction, the Braun brothers provide strategic counsel on design systems, technical excellence, and international tourism appeal. Their involvement ensures Model Britain delivers best-in-class creative output and global visitor relevance.





GOVERNANCE AND LEADERSHIP

Institutional Strength & Execution Capability

Model Britain's leadership team is calibrated for certainty of delivery:

- **Unified Ownership:** With 100% equity held by the executive board, the project is free from third-party control, ensuring decisive governance and brand-safe implementation for British Airways.
- **Delivery-Proven Talent:** The executive team combines entrepreneurial drive with operational muscle — spanning engineering, finance, and global guest experience management.
- **Tier 1 Advisory Network:** Model Britain is supported by best-in-class partners including Colliers (development advisory) and Discovery Channel (global broadcast), reinforcing institutional credibility.

- **Cultural Alignment:** The governance framework is designed to support partnerships of national consequence. The project is structured to deliver social value, educational enrichment, and lasting brand capital — a perfect alignment with British Airways' global leadership in flying the flag for Britain.

A Trusted Strategic Partner

British Airways is not simply placing its name on a building — it is joining a leadership cohort that reflects British excellence at every level. With full transparency, a proven team, and an uncompromising approach to execution, Model Britain offers its named partner the security, prestige, and long-term return that only best-in-class governance can deliver.





GOVERNANCE AND LEADERSHIP

Risk Mitigation Framework

De-risked Delivery. Legacy Secured.

Model Britain is conceived and executed as a legacy-defining national attraction — an enduring celebration of British identity, craftsmanship, and cultural leadership. In alignment with British Airways' brand of global excellence and heritage stewardship, every dimension of the project has been de-risked through sovereign-level planning, institutional partnerships, and structural guarantees.

The following framework outlines the strategic safeguards underpinning the Model Britain delivery pathway.







1. Construction Timelines: Locked to Legacy Milestones

The development of Model Britain adheres to a precision-engineered master schedule, aligned with both commercial imperatives and national ceremonial moments:

- Official Public Launch: 14 November 2028, honouring the 80th birthday of His Majesty King Charles III
- Soft Opening: October 2028, for operational calibration and preview programming
- Construction Phasing: Strategically sequenced across enabling works, infrastructure installation, and vertical development
- Critical Path Protected: Built-in contingency buffers, milestone gating, and contractual accountability embedded within the delivery programme
- Tier-One Delivery Partners: Fixed-price, performance-bonded contracts with nationally recognised constructors and specialists

This timeline is not simply achievable — it is foundational to the attraction’s purpose, narrative, and ceremonial relevance.

2. Permissions and Regulatory Pathways: Secured and Strategically Aligned

Model Britain operates from a position of legal clarity and planning authority confidence. All required regulatory and statutory pathways are either secured or in advanced progression:

- Land Secured in Perpetuity: No lease or rental liabilities; permanent control and site stewardship vested in the operating company
- Planning and Site Requirements: Full submission made to the local Council with positive pre-application engagement completed
- Regulatory Liaison: Active consultation with Highways England, Environmental Agencies, and cultural heritage bodies
- National Interest Status: The attraction is positioned as a cultural infrastructure asset of regional and national significance

No material permission or consent stands in question — every action taken to date anticipates long-term operational certainty.

3. Global Broadcast Commitments: Secured and Embedded

A landmark content partnership with Discovery Channel has been formally agreed, capturing the full arc of Model Britain's construction, engineering, and cultural storytelling:

- **International Series:** Multi-episode documentary broadcast to a global audience, showcasing Model Britain from conception to grand opening
- **British Airways Integration:** Named sponsor integration across all visual assets — including trailers, streaming platforms, and on-site footage
- **Projected Media Value:** Estimated at £100+ million in unpaid global exposure
- **Editorial Control:** Managed by Discovery's legacy programming team in collaboration with Model Britain's creative leads

This broadcast series transforms the sponsorship into a living, international narrative — ensuring British Airways is woven into the cultural fabric of the project.

4. Legal and Operational Safeguards: Structured for Continuity and Control

Model Britain is governed with absolute clarity of ownership, leadership, and operational foresight:

- **Ownership Structure:** 90% privately held by the founder and CEO, with no third-party debt or share dilution
- **Governance:** Full executive control retained by a streamlined, decision-capable board
- **Operational Resilience:** Business continuity plan in place, including modular handover options, staffing scale models, and phased launch tolerances
- **Risk Insurance Portfolio:** Comprehensive cover across construction, public liability, event disruption, and legal compliance
- **Sponsor Protections:** Media rights, visibility guarantees, and placement clauses structured to ensure uninterrupted brand prominence

Every dimension of delivery — from governance to site operation — has been architected to remove friction and uphold partnership confidence.





Conclusion: A De-risked National Investment Opportunity

Model Britain is a project of generational significance. For British Airways, this partnership offers more than visibility — it offers permanence, prestige, and alignment with a living symbol of British ingenuity and global storytelling.

The risk is not in proceeding — the risk is in missing the moment.

Runway to Partnership

Model Britain is a generational opportunity — a project of national pride, global significance, and enduring cultural impact. For select partners, it offers the rare chance to become part of British history in the making.

We are now opening the door to confidential discussions with a limited number of visionary sponsors. If you recognise the scale of what's possible, we invite you to take the next step.

Discreet Engagement

Private Consultation - Arrange a confidential conversation with our executive board to explore strategic alignment and brand integration opportunities.

Custom Sponsorship Architecture - We will design a tailored proposal that reflects your values, reach, and ambitions — including media value, naming rights, and exclusive benefits.

Due Diligence Access - We provide comprehensive access to financial models, projected ROI, brand exposure forecasts, and governance documentation.

Site Familiarisation Visit - Senior stakeholders are invited to a private tour of the future Model Britain site in the Home Counties, with a presentation led by our founder.

Initiate a Conversation

Please contact our office to schedule a confidential discussion:

Gary McCauley

Founder & Chief Executive Officer

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Model Britain is not a sponsorship. It is a legacy.

Let us create it — together.



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