

FOR IMMEDIATE RELEASE

Landmark £45m Brand Partnership Opportunity as Model Britain Prepares for Launch on King Charles III’s 80th Birthday

Exclusive sponsorship to align a visionary brand with Britain’s most ambitious cultural landmark.

Milton Keynes, UK – 12 July 2025

Model Britain, the highly anticipated £45 million miniature world attraction, today announced it is opening discussions for an exclusive headline sponsorship ahead of its grand inauguration on a historic date: 14 November 2028, the 80th birthday of His Majesty King Charles III.

This partnership — valued at £45 million — represents a rare opportunity for a single strategic brand to become permanently associated with a cultural project of national pride and international significance.

Spanning 100,000 sq ft, Model Britain will combine breathtaking miniature artistry with cutting-edge technology, creating immersive worlds that celebrate Britain’s landscapes, history, and engineering. Projected to attract over 700,000 visitors annually, the attraction is set to become a flagship destination within the UK’s tourism economy, offering a powerful platform for a brand to amplify its legacy and visibility on the global stage.

“This is more than a sponsorship; it is an opportunity to become part of Britain’s cultural fabric,” said Gary McCauley, Founder and CEO of Model Britain. “Our launch on the King’s 80th birthday offers a globally resonant moment that a partner brand can leverage for generations. We are seeking a visionary company that recognises the immense value in being associated with a national icon from its very first day.”

The headline sponsor will benefit from extensive brand integration across the attraction, association with national education programs, and global visibility through the Discovery Channel documentary series, which will chronicle the construction of Model Britain and air internationally in 2027.

At a Glance

Investment	£45 million headline partnership
Launch Occasion	HM King Charles III’s 80th Birthday (14 November 2028)
Attraction	Model Britain — a £45 million cultural landmark
Scale	100,000 sq ft immersive miniature world
Projected Audience	700,000+ visitors annually
Media Value	Featured in Discovery Channel documentary (airing globally 2027)
Legacy Impact	Permanent brand association with a project of national pride, cultural significance, and global reach

About Model Britain

Model Britain is a privately funded cultural attraction that brings together miniature artistry, innovation, and education to celebrate the UK’s history, engineering, and creativity.

Media Contact

Model Britain Press Office

■ press@modelbritain.co.uk

■ +44 (0)7572 785 272