

Place NORTH WEST



MIPIM WEEK SPONSORSHIP

12 – 15 MARCH 2019

Place North West has again secured **official partnership** status with ReedMIDEM, organiser of global property events MIPIM and MIPIM UK.

Currently the only North West-based organisation with such an agreement, Place North West is keen to offer one business the opportunity to promote its brand and opinion throughout MIPIM via a number of different Place North West channels.

Place North West has more than 72,000 website readers a month, with readership peaking during the MIPIM and MIPIM UK weeks. Our daily newsletter goes out to more than 11,000 subscribers.

The below represents several opportunities for a business to target our readers during one of the busiest weeks of readership and align your brand to the world's leading property event through the North West's strongest built environment publisher.

MIPIM Week Sponsorship [SOLD OUT]
12 - 15 March 2019



INCLUDES

Editorial Association
Advertising
Content Marketing

- 'In association with' alignment to every editorial report on placenorthwest.co.uk for the duration of MIPIM
- 'In association with' alignment to any MIPIM-related follow-up editorial
- Unique branded button advert on placenorthwest.co.uk aligned with the MIPIM logo
- A month of website banner advertising on placenorthwest.co.uk during March
- A branded advertorial piece (700 words) in the Special Reports section of placenorthwest.co.uk including links and images in March 2019. This will be sent out via the newsletter to our 12,000 subscribers

Cost: £5,000+VAT

OPTIONAL ADD-ON OPPORTUNITY



An additional opportunity to headline our Place MIPIM Closing Drinks on Thursday 14 March in Cannes is also available to our MIPIM Week Sponsor.

MIPIM Closing Drinks Sponsorship package includes:

- Sponsor to receive 15 tickets for guests and staff
- Sponsorship announcement on all Place North West and PlaceTech social media channels

Continued overleaf...

- Sponsor receives the database of those registered guests
- Accreditation before and after on placenorthwest.co.uk and placetech.net event listings
- Logo and accreditation on editorial coverage sent out to 11,000 readers via Place North West and PlaceTech newsletters
- Sponsors branding throughout the venue
- Opportunity for a marketing drop at the venue
- Sponsor receives all the photography from the day
- Social media support and branded promotion before, during and after the event
- Branded accreditation on editorial review on placenorthwest.co.uk and placetech.net
- Limited attendance from sponsors' competition

Investment: £5,000 + VAT

Should you be interested in securing the above opportunities, please contact:

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