



PlaceParty

THURSDAY 8 OCTOBER 2020
THE PRINCIPAL HOTEL
MANCHESTER

**Place Party is now an absolute staple in the UK
property event calendar.**

In its sixth year, the event continues to provide a fun
and informal networking evening for the property
and construction industry in the North West.

The 2018 event sold out 8 months in advance, with
725 tickets booked.

This is your chance to meet new contacts, do
business informally and celebrate the North West's
property community.

Pre-event

- Listing and branding on Place events calendar on placenorthwest.co.uk, which is visited by 200,000+ professionals a month
- Branded listing in the events bulletin, emailed to 12,000 subscribers fortnightly
- Branding on Place North West events plan, downloadable from the website
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional editorial articles and all communication about Place Party
- Ongoing social media promotion carrying your logo
- Access to the guestlist
- Introductions to guests
- Priority for further ticket purchases for clients/partners

At the event

- Branding throughout the event on all screens, banners and marketing material
- Company name-check in the event welcome speech
- Table of 10 tickets on the front row
- A premium drinks package
- Opportunity to provide marketing material or promotional items
- Facilitated introductions in person to other sponsors and guests

Post-event

- Branded inclusion in the event gallery article on the website
- Receive event photography and/or video for your own marketing purposes
- Receive the data capture of the guests that attended the event
- Social media mentions in the promotion of the event round-up
- Brand included in the write-up sent to 12,000 subscribers via the newsletter
- Archived gallery article in the events section on placenorthwest.co.uk
- Post-event online analytics report
- Right to first refusal for the event in 2021

Advertising

- Two months of website banner advertising on placenorthwest.co.uk, usually £1,700+VAT

Investment: £5,000+VAT

Please note, multidisciplinary service providers are required to choose one leading service from their service lines and sectors of work for event sponsorship.



DRINKS RECEPTION SPONSOR 1 OPPORTUNITY

Additional benefits of Drinks Reception Sponsorship above Event Sponsorship include:

- Sole branding at the drinks reception (1 hour)
- Exclusive branding on all event-supplied wine during dinner
- Separate accreditation on pre-event communication as Drinks Reception Sponsor
- Three extra tickets for the event
- Extended premium drinks package on your table

Investment: £7,000+VAT

HEADLINE SPONSOR 1 OPPORTUNITY

This exclusive, stand-alone opportunity not only affords increased event profile but also offers further branding and marketing via placenorthwest.co.uk

Additional benefits of headline sponsorship above event sponsorship include:

- 'In association with' branding on editorial coverage and follow-up to Place Party
- Comment piece with author details, photograph and logo, published on placenorthwest.co.uk and sent to our 12,000 subscribers on the Place Daily Briefing newsletter, usually £900+VAT [To be used within 6 months of the event]
- Premium brand exposure - logo separated out from other sponsors
- Five extra tickets for the event, in addition to the table of 10 included within the main package
- Extended premium drinks package on your table
- Opportunity to address the audience
- Post-event communication via Place North West direct mail to our 12,000 subscribers
- Full page company advert in the printed programme at the event
- Priority booking for further ticket sales

Investment: £10,000+VAT

To book or discuss sponsorship opportunities, please contact:

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