

Place NORTH WEST

**PLACE NORTH WEST
SOCIAL EVENT
SPONSORSHIP**

2020

WHAT DO YOU GET OUT OF WORKING WITH PLACE NORTH WEST?

- 13 years of experience in delivering great events
- Dedicated event manager for any questions, updates and requests
- Cross-platform promotion of your brand, online and offline
- Senior audience of property professionals from across the North West
- Tailored packages to suit your needs and priorities
- Quality event content and organisation
- Top networking opportunities
- Introductions to potential clients and contacts

WHAT'S NEW TO PLACE NORTH WEST EVENTS?

- Bigger and better events than ever, with more than 5,000 attendees a year
- Dedicated event app for each conference
- Slido for increased audience interaction - guests can ask questions online
- New networking events including:
 - Cheshire Social
 - Lancashire Social
 - Place Young Things

“Place North West events are always well-organised and well-attended. They provide valuable insights for guests and speakers alike, and have proved valuable for us as a sponsor.”

Stephen Smith
Senior corporate engagement officer
Transport for the North

“Great content, great delegates, great preparation. Place North West *really* understands the market.”

Carolyn Tiley
Head of strategy, real estate
DAC Beachcroft



SOCIAL EVENTS IN 2020

Sponsorship opportunities for:

- Lancashire Social**
- Liverpool Summer Social**
- Manchester Summer Social**
- Cheshire Social**
- Christmas Social**

WHAT YOU GET AS A SPONSOR 6 OPPORTUNITIES PER EVENT - SECTOR EXCLUSIVE

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 the 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 mailshots
- Ongoing social media promotion carrying your logo
- Access to the guestlist
- Introductions to guests

At the event

- 10 tickets to the event for staff/clients
- Branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute marketing literature
- Facilitated introductions in person to pre-selected guests

Post-event

- Branded inclusion in the event gallery article on the website and newsletter
- Receive event photography and/or video for your own marketing purposes
- Receive the data capture of the delegates that attended the event
- Social media mentions in 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

Investment: £3,000+VAT

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

To book or discuss sponsorship opportunities, please contact:

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