

Place NORTH WEST

EVENT SPONSORSHIP

2021

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

“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 2021

Sponsorship opportunities for:

Liverpool Summer Social
Manchester Summer 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 250,000+ professionals a month
- Branded listing in the events bulletin, emailed to 12,500 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 12,500 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 2022

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:

Dino Moutsopoulos
Commercial director
dino@placenorthwest.co.uk
07803 988 112

Place Young Things is a series of quality events providing young professionals in property with an opportunity for affordable, high-calibre networking without gimmicks or formalities. The event is for professionals across the region in their 30s and under.



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Advertising

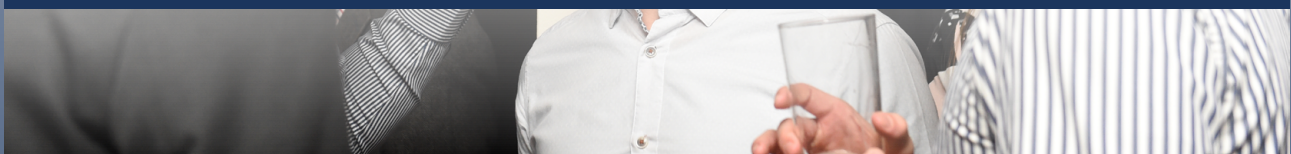
- One month of website banner advertising on placenorthwest.co.uk, usually £1,000+VAT

Investment: £1,500+VAT

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- Branded listing in the events bulletin, emailed to 12,500 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 12,500 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 2022

Advertising

- Two months of website banner advertising on placenorthwest.co.uk, usually £2,000+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 | SOLD OUT

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 | SOLD OUT

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 12,500 subscribers on the Place Daily Briefing newsletter, usually £950+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

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