



Working with Place North West in 2021

Foreword

I am sure I speak for most of us when I say it will be a real relief to see the back of 2020!

However, if this terrible year has left any positives it is that we can be more flexible and we can all help each other more.

I and the Place team thank you as sponsors and supporters for the solidarity and support shown over the past months. We are a small team, that invest more than just time into our business, always striving to leave the best impressions possible.

As you know, we deliver our news at no cost and it is due to your continued business that we can continue to offer this free service to the North West built environment community.

I would also like to make it clear that we know good business is built on relationships and personal input. So, I would personally like to thank you for what you have done to keep business flowing between Place and your company.

So, to 2021. Much later than usual I know, but we now have a forward events plan for you to look at.

We are also offering a new way of working with Place. A 12-month flexible Partnership with Place North West that gives you a variety of unique support functions as well as tangible marketing and event offering.

We hope this will help those who may now have tighter budgets or a reduced team going into the new year.

Dino Moutsopoulos

12-month Partnership Offering

Overview

- 12-month multi-platform package
- Payable monthly by direct debit
- Exclusive access to the analytics underpinning the news agenda and market trends
- Guaranteed delivery by way of a Service Level Agreement
- Regional, national and international opportunities

Entry Level Package

Services

- Special access to our editorial team - mobile phone numbers, direct email addresses, editorial advice
- Copy writing advice - what hits the mark, we can tell you
- Graphic design services for your content on Place North West (up to 4 hours a month)
- Copy proofing service for your content on Place North West
- Full analytical review of your activity - advertising clicks, opens to your direct mail, web visits, delegates attending your sponsored event
- 24/7 flexibility to changes of your advertising artwork
- Business development introductions (where appropriate)
- A transparent and objective annual review of your activity with comment and advice for following year
- Exclusive Place annual report on the North West property market with editorial predictions for hot topics/sectors/schemes
- Exclusive access to 2022 events plan before the open market

Online activity - running all year

- 12 months website banner advertising on our website
- 12 months of unlimited content uploaded on Place Insight
- Unlimited event listings for your company events
- Unlimited Job Listings
- Social media client promotion - monthly post with your message

Events

- Two tickets to every Place North West conference (physical or virtual)
- Priority tables at Place Party

£12,000 a year – just £1,000 a month

The Upgrades

PACKAGE 1

- Three tickets to every Place North West conference (physical or virtual) in 2021
- Sponsorship of three Place North West conferences a year, including five tickets for each sponsored event on top of the above

Cost: £17, 000 per year - just £1,416 a month

PACKAGE 2

- Four tickets to every Place North West conference (physical or virtual) in 2021
- Sponsorship of six Place North West conferences a year, including five tickets for each sponsored event on top of the above
- Two direct emails to the full PNW 12,000 subscribers

Cost: £24,000 per year - just £2,000 a month

PACKAGE 3

- Five tickets to every Place North West conference and social in 2021
- Sponsorship of 12 Place North West conferences a year (one conference a month), including five tickets for each sponsored event on top of the above
- Sponsorship of every social event Place North West delivers in 2021 (MIPIM and Place Party excluded)
- Two direct emails to Place North West subscribers

Cost: £36,000 per year - just £3,000 a month

Package 4 overleaf

PACKAGE 4: Cross-platform package Place North West and PlaceTech

Own your sector in the North West and position yourself as the market leader in innovation with our national and International title PlaceTech. Benefit from combined exposure, allowing you to reach:

- 21,000 subscribers
- 262,000 website visitors
- 20,000+ Twitter followers
- 10,000+ LinkedIn network

Place North West - All the benefits of the Entry-level Agreement including Upgrade Package 3

PlaceTech - The same package replicated throughout on PlaceTech, the UK market leading innovation title for property.

Where available, a cross-platform partnership will include sector exclusivity on PlaceTech.

The purchase of this package also qualifies the client to become a PlaceTech Annual Partner. See the PlaceTech Media Pack for the full details.

Includes full sponsorship of ALL PlaceTech 2021 conferences. These events are currently sponsored by Mills & Reeve, Bruntwood Works, Node and Mallcomm.

- **Offices**
- **Resi**
- **Logistics and Infrastructure**
- **Retail and Leisure**

Cost: £50,000 - just £4,166 a month

2021 Place North West events

- **Healthcare & Senior Living, 21 January** | Sponsored by DAC Beachcroft, Curtins
- **Decarbonising the North West, 4 March** | Sponsored by Hydrock
- **Industrial + Logistics, 31 March** | Sponsored by JMW Solicitors, Lexington Communications
- **Lancashire Development Update, 22 April** | Sponsored by LUC, Blackpool Council, Lancashire County Council
- **North West PRS Conference, 5 May** | Sponsored by DAC Beachcroft, ForLiving
- **Transport + Infrastructure Update, 21 May** | Sponsored by Waterman
- **Liverpool Development Update, 25 May**
- **Morgan Sindall + Place MIPIM Reception, 8 June**
- **Place MIPIM Closing Drinks, 9 June** | Sponsored by Mills & Reeve, Altus Group
- **Cheshire Development Update, 24 June**
- **Liverpool Summer Social, 30 June**
- **Meet the Authorities: Public-Private Partnerships, 1 July** | Sponsored by Morgan Sindall, Turley, DAC Beachcroft
- **Place Young Things Party, 8 July** | Sponsored by JMW, E3P
- **Manchester Summer Social, 6 August** | Sponsored by Hydrock, Wates, Freeths
- **Greater Manchester Development Update, 9 September** | Sponsored by LUC, JMW, Close Brothers
- **Place RESI, 16 September** | Sponsored by Trowers & Hamblins, Close Brothers, WSP
- **Place Party 2021, 7 October** | Sponsored by SI Sealy, Kuits Solicitors, Curtins, GIA, Hollis, Macbryde Homes, Redstart
- **Offices + Workspace Update, 14 October** | Sponsored by PJD Holdings
- **Future of Retail and Leisure, 21 October** | Sponsored by Kuits Solicitors
- **Merseyside Development Update, 3 November** | Sponsored by Curtins, Morgan Sindall, Pegasus Group
- **Place Young Things, 11 November** | Sponsored by JMW
- **Education Update, 18 November**
- **Christmas Social, 9 December** | Sponsored by E3P

Sponsorship costs

Price for events held in person: £3,500

Price for virtual events: £2,500

In the circumstance that the Covid-19 pandemic prevents events being held in person, the events will be held virtually.

In this case, the price of the virtual event sponsorship (£2,500) will be payable in place of the full £3,500+VAT.

Please note for in-person events: £2,500+VAT is payable on booking. The further £1,000+VAT will be payable on completion of the physical event.

This second payment will not be required should the event be delivered virtually.

Special MIPIM Package

- 1 x video interview from or in advance of MIPIM 2021
- Daily post from Place social media during MIPIM
- Full event sponsorship of the Place MIPIM Closing Drinks
- Month of advertising on Place North West in March 2021
- Access to a private boat excursion for high level networking

Cost: £6,000

Please note:

All prices exclude VAT

The above packages are all sold on a first-come, first-served basis.

Annual partnerships on Place North West do not include exclusivity.

For event sponsorships, multidisciplinary service providers and wide-ranging consultancies are required to choose one leading service from their service lines and sectors of work for exclusivity, for example civil engineering vs engineering, agency vs planning.