

# SOCIAL EVENT SPONSORSHIP



## What do you get out of sponsoring a Place North West event?

- 15 years of experience in delivering fantastic events for influential professionals in the property industry
- Introductions to decision-making potential clients
- Dedicated event manager to ensure a successful sponsorship
- Raise your business' profile through your brand being seen by an engaged audience of senior professionals from across the North West

"Great content, great delegates, great preparation. Place North West really understands the market."

**Carolyn Tiley**  
head of strategy, real estate  
**DAC Beachcroft**

- Quality event organisation, with the full Place North West team in support
- Multi-platform promotion of your brand, online and offline, via social media and website to a readership of 250,000 per month, branding at the event and much more
- Events people love to attend with food and drinks in great locations





A woman with blonde hair, wearing a black dress with colorful sequins, is the central figure. She is looking slightly to her left with a pleasant expression. In the background, several men in suits are visible, some smiling. A light blue balloon is also seen. The overall atmosphere is that of a formal evening event.

# Place Party

**The best social in the property calendar**

**720 guests**

**Entertainment, live band & DJ**

**Three course meal & drinks**

**Electric atmosphere**

**No long speeches, awards or formalities**

**9 SPONSORSHIP OPPORTUNITIES, SECTOR EXCLUSIVE**



# Place Party Event Sponsor

**£6,000+VAT**

7 sponsorship opportunities



## Pre-event

- Listing and branding on Place events calendar, on [placenorthwest.co.uk](http://placenorthwest.co.uk) which is visited by 250,000+ professionals a month
- Branded listing in the events bulletin, emailed to 13,000 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 and introductions

## 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 merchandise
- Facilitated introductions in person to pre-selected guests
- Drinks package included

## Post-event

- Branded inclusion in the event gallery article on the website and newsletter
- Receive event photography, and video where applicable, for your own marketing
- Receive the data capture of the delegates that attended the event for a follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Brand included in the write-up sent to 13,000 subscribers via the newsletter
- Right to first refusal for the next edition of this event
- Two months of website banner advertising on [placenorthwest.co.uk](http://placenorthwest.co.uk), value £2,000+VAT

To book or discuss sponsorship opportunities, please contact:

**Dino Moutsopoulos**  
commercial director  
[dino@placenorthwest.co.uk](mailto:dino@placenorthwest.co.uk)  
07803 988 112

## Place Party Drinks Reception Sponsor

**£8,000+VAT**

One sponsorship opportunity

**Additional benefits** of Drinks Reception Sponsorship above Event Sponsorship include:

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



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## Place Party Headline Sponsor

**£10,000+VAT**

### One sponsorship opportunity

This exclusive, stand-alone opportunity not only affords increased event profile but also offers further branding and marketing via [placenorthwest.co.uk](http://placenorthwest.co.uk)

**Additional benefits** of headline sponsorship above the event sponsorship include:

- 'In association with' branding on editorial coverage and follow-up
- Comment piece with author details, photograph and logo, published on [placenorthwest.co.uk](http://placenorthwest.co.uk) and sent to our 13,000+ subscribers on the Place Daily Briefing newsletter, usually £975+VAT [To be used within 6 months of the event]
- Premium brand exposure - logo separated out from other sponsors
- Full page company advert in the printed programme at the event
- 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 direct mail via Place North West to our 13,000+ subscribers
- Priority booking for further ticket sales

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# Place Young Things

**Exciting event for people in their 30s and under  
Held twice a year**

**Great venues with drinks and canapes  
High-calibre networking**

**7 SPONSORSHIP OPPORTUNITIES, SECTOR EXCLUSIVE**

# Place Young Things

**£2,000+VAT**

7 sponsorship opportunities



## Pre-event

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- Ongoing social media promotion carrying your logo
- Access to the guestlist and introductions

## 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 merchandise
- 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 video where applicable, for your own marketing
- Receive the data capture of the delegates that attended the event for a follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Brand included in the write-up sent to 13,000+ subscribers via the newsletter
- Right to first refusal for the next edition of this event
- Two months of website banner advertising on [placenorthwest.co.uk](http://placenorthwest.co.uk), value £2,000+VAT

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A photograph of a social gathering, likely a networking event. In the foreground, a woman with blonde hair tied back is seen from the side, wearing a dark and light patterned knit sweater. She is looking towards a group of people in the background. The background is slightly blurred, showing other attendees, including a woman with dark hair and glasses who is smiling. The overall atmosphere is warm and social, with soft lighting. The image has a blueish tint, especially in the background.

# Socials

**Networking with drinks & canapes**

7 SPONSORSHIP OPPORTUNITIES PER EVENT, SECTOR EXCLUSIVE



## Social event sponsor £3,500+VAT per event

7 sponsorship opportunities per event

Pre-event	At the event	Post-event
<ul style="list-style-type: none"><li>• Listing and branding on Place events calendar, on <a href="http://placenorthwest.co.uk">placenorthwest.co.uk</a> which is visited by 250,000+ professionals a month</li><li>• Branded listing in the events bulletin, emailed to 13,000+ subscribers fortnightly</li><li>• Branding on the Place North West events plan, downloadable from the website</li><li>• Social media announcements of your sponsorship across our channels</li><li>• Branding and accreditation on promotional editorial articles and mailshots</li><li>• Ongoing social media promotion carrying your logo</li><li>• Access to the guestlist and introductions</li></ul>	<ul style="list-style-type: none"><li>• 10 tickets to the event for staff/clients</li><li>• Branding throughout the venue</li><li>• Brand included in social media posts during the event</li><li>• Opportunity to distribute merchandise</li><li>• Facilitated introductions in person to pre-selected guests</li></ul>	<ul style="list-style-type: none"><li>• Branded inclusion in the event gallery article on the website and newsletter</li><li>• Receive event photography, and video where applicable, for your own marketing</li><li>• Receive the data capture of the delegates that attended the event for a follow-up</li><li>• Social media mentions in promotion of the event round-up and post-event online analytics report</li><li>• Brand included in the write-up sent to 13,000+ subscribers via the newsletter</li><li>• Right to first refusal for the next edition of this event</li></ul>

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