

SOCIAL EVENT SPONSORSHIP

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

- 16 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 man in a grey suit and patterned tie is smiling and holding a glass of champagne. He is surrounded by other guests at a party. In the background, there are other people, some in suits, and a woman with blonde hair in the foreground. There are also balloons and a bottle of champagne visible.

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 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, value £2,900+VAT

To book or discuss sponsorship opportunities, please contact:

Dino Moutsopoulos
managing partner & head of commercial
dino@placenorth.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

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 and sent to our 13,000+ subscribers on the Place Daily Briefing newsletter, usually £1,250+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

- 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 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

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, value £2,900+VAT

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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

- 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 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
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At the event

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