



# **SPONSORSHIP & ADVERTISING**

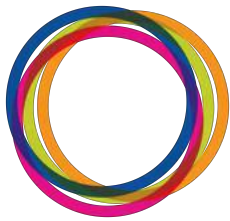
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In this document you will find all the sponsorship & advertising opportunities available to you for pro-manchester events, programmes and committee activity.

Read on for all of our opportunities...

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[www.pro-manchester.co.uk](http://www.pro-manchester.co.uk)



## WHAT CAN YOU SPONSOR?

Sponsorship with pro-manchester can help you to increase brand exposure and awareness with a great variety of opportunities to suit all businesses.

### KEY EVENTS

See section one for more information on the key events in the pro-manchester calendar that you can sponsor, including lunches, dinner and MIMA.

### SECTORS & PROGRAMMES

See section two for more information on sponsoring our sector group programme which focuses on the 12 key sectors in the city.

### PROFILE

See section three for more information on increasing your brand's awareness with features on our newsletters, blog, Newsroom and more.

### MEMBER EVENTS

See section four for more information on how you can sponsor our member only events targeted at Greater Manchester professionals.

## WHO ARE PRO-MANCHESTER?

pro-manchester is the largest business development organisation in the North West.

Based in the heart of Manchester, it represents the business community across the region and supports growth and development to promote the north as the place to do business.

Governed by a non-executive Board of directors made up of senior individuals from within our membership, we increase professional excellence through knowledge sharing, creating partnerships and staying ahead of the ever-changing business environment.

pro-manchester organises circa 150 events per year, focusing on the key sectors of growth identified by the Greater Manchester Strategy in 2013.

With strategic partners across our region, our events offer unrivalled networking opportunities in the city and include dinners, lunches, seminars, workshops, webinars and more.

We also host events that welcome hundreds of business leaders, including our Annual Dinner, conferences and the Made in Manchester Awards.

Read on for more information on how you can align your business with the events Greater Manchester's leading professionals are attending.



Our key events programme of lunches, conferences, dinners and awards attract hundreds of business leaders from the region. There are currently sponsorship opportunities available for all of our events.

[More information](#)





# KEY EVENTS

## EVENT PROGRAMME

- Wellbeing Champions lunch

January

- 
- Made in Manchester Awards

February

- Corporate Finance Lunch

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- International Womens Day Lunch

March

- Green Transformation Conference

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- Retail Lunch

April

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- **FinTech Lunch** **May**



- **Trailblazing Tech Conference** **June**



- **Future Pro Summer Social**
- **Chair's Charity Ball** **July**
- **pro-manchester Chairman's Lunch**



- **pro-manchester Summer Party** **August**



- **Creative, Digital & Marketing Conference** **September**
- **Corporate Finance Lunch - 6 month Review**



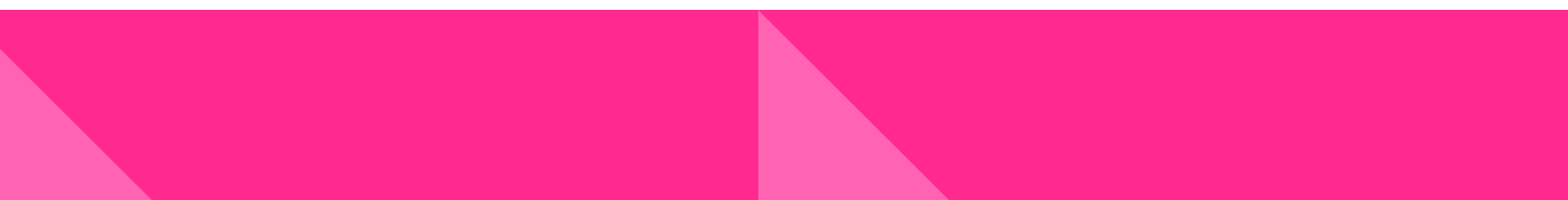
- **Property and Regeneration Lunch** **October**



- **EDI Lunch** **November**



- **Health Tech Conference** **December**



## Conferences

**From £2,000 + VAT**

- Keynote speaking slot
- Delegate places
- Promotional video to be included during the conference
- Exhibition stand/space
- Branding on all electronic campaigns relating to the conference
- Logo on the website
- Promotional material to be included in the delegate's pack
- Inclusion as sponsor in conference programme
- On-screen branding at the event: sponsor loop
- The right to publicise your sponsorship in your media releases etc.
- Full delegate list pre-event



## Annual Dinner

**From £2,500 + VAT**

- Digital branding throughout Annual Dinner campaign
- Branding at the event to 400+ key members of pro-manchester
- Logo in the programme
- Logo included on sponsor slide during the meal
- Top table places at the dinner
- Table of 10
- Inclusion on all press releases
- Promotion through social media



## Lunch sponsorship (various see listings) From £1,500 + VAT

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- Five-minute speaker slot as vote of thanks
- Opportunity to put relevant panellist forward
- Delegate places
- Digital branding throughout
- Logo on main pro-manchester newsletter
- Logo and profile on post event emailing
- Logo on all event literature
- On-screen branding at the event
- Exhibition stands at the event
- Opportunity to distribute corporate material
- Opportunity to give out corporate gifts
- Full delegate list prior to the event



## Made in Manchester Awards

From £2,500 + VAT

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- Sponsorship of an award of your choice
- Opportunity to present the award to the category winner
- Full colour logo and 150 words on website
- On-screen branding at the event
- Opportunity to have a spot on the judging panel
- Branding on all pre and post event printed and digital material relating to the awards
- Link from the awards website to your own website

More information:  
[www.mimamcr.com](http://www.mimamcr.com)







## Private Dinners

**From £2,000 + VAT**

- Opportunity to do a welcome speech
- Branding on the invitation
- Branding on event literature
- Guest places
- Banner stand at events
- Social media in run up to and at the event
- Influence over guest list & invites
- Opportunity to provide literature or corporate gifts for all guests





# SECTION TWO SECTORS & PROGRAMMES

Our sector group activity is made up of 12 key sectors identified as areas of growth in our region. Leading professionals make up our committees who drive our events programme to ensure we are delivering great content to these sectors.

[More information](#)



# SECTORS & PROGRAMMES

## OUR SECTORS & PROGRAMMES



### Green Economy

Our Green Economy group looks at ways organisations can become more sustainable and support this agenda, and also highlights the huge opportunities for businesses operating in this sector.

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### Healthcare

Our Healthcare group considers issues including public and private sector interaction, the increased pressures on the NHS and innovative technologies.

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### Sport

The Sports group looks at the business needs of clubs, organisations and sporting individuals, as well the impact on the local economy and service sectors.

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## **Innovation**

Created in support of the GM economic recovery plan, this new group will support the ambitions to power innovation by bringing the right businesses together to explore issues such as access to finance, creating the right ecosystem for growth and access to talent.

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## **Creative, Digital & Media**

Our programme of events brings together creative professionals working in all sectors, highlights areas of opportunity and enables further collaboration.

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## **Hospitality**

The Hospitality group provides a useful forum for a range of professionals in the sector to discuss the challenges and opportunities and runs events to support the industry.

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## **Retail & E-commerce**

The Retail & E-commerce group helps all professionals working in or with the sector to navigate the landscape and take advantages of the opportunities.

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## **Transport & Infrastructure**

The Transport & Infrastructure group provides useful updates, responds to consultations and enables businesses to shape the long-term strategy.



## Property & Regeneration

The Property & Regeneration looks at future-proofing commercial and residential developments, placemaking and sustainability across the sector.

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## Fintech

Run in collaboration with MIDAS – Manchester's Inward Investment Agency, this group supports one of the fastest growing industries.

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## Financial and Professional Services

Manchester has the largest Financial and Professional Services sector outside London and it is a key driver for growth in the region. pro-manchester was originally set up to support this sector specifically and these companies continue to make up a significant proportion of our membership. We provide a wide range of activity to support this sector

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## Wellbeing Champions

As we emerge from the uncertainty of the past couple of years, a definite positive is that employee health & wellbeing has never been so talked about or so high on the agenda for businesses. The appetite for events, knowledge-sharing and content around supporting individuals' health & wellbeing is huge and as such we set up the pro-manchester Wellbeing Champions with a range of activity aimed at enhancing wellness for your most valuable asset – your people.

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# Other programmes

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## Future pro-manchester

Future pro-manchester is dedicated to promoting and developing young talent within Greater Manchester's business community. We aim to help young professionals develop new business skills, build relationships and network with like-minded people through a variety of events. This includes the prestigious Made in Manchester Awards



## Equality Diversity & Inclusivity

Our committee made up of pro-manchester members who believe that fairness in the workplace is a vital part of a successful business and are committed to championing equality, diversity and inclusion. They aim to help develop a culture of EDI for as many people as possible within the pro-manchester and North West business community. Change perceptions, breakdown barriers, facilitate conversations and challenge non-EDI behaviour, in a safe, constructive and respectful way

Educate, inform and support.



## Skills

Focusing on the development of skills for businesses across different sectors within the region, we work alongside our members, universities, skills providers and professional bodies to determine the regions skills gap. We support regional programs and initiatives through activities such as discussion groups, business training workshops and joint projects.



## Sponsorship of a programme includes:

- Sponsor branding on your chosen sector webpage and all digital-related activity
- Speaking opportunity at 4 x sector events (quarterly) – as a sponsor, you could also have involvement in the themes for each event.
- Branding at 4 x sector events (quarterly)
- Sponsorship of a key pro-manchester event
- Place on sector specific judging panel for the next MIMA awards.
- Monthly blog featured at the top of the pro-manchester newsletter
- Member spotlight on the website for 1 month
- Branding on pro-manchester newsletter for 12 months

**Cost**

**£7,500 + VAT**



## OUR SME CLUB

Our SME Club provides free and useful information to small and medium sized businesses, supplying them with the tools and information needed to accelerate growth and achieve business goals.

Our SME programme includes events, webinars, workshops and regular e-shots. As a sponsor your branding and content will be sent out regularly to over 10,000 SMEs. To ensure you make the most out of the SME club sponsorship we will create a bespoke package to ensure your aims and objectives are met.

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**Price on application**

## SECTION THREE

# PROFILE

Our network offers excellent opportunities for increased brand exposure and brand awareness. Here you will find what opportunities are available to sponsor digitally.

[More information](#)



## Direct E-Shot

**£2000 + VAT**

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- Opportunity to do a one-off email blast to our database on a product or service of your choosing
- Benefit from opportunities to connect with our trusted network
- Have your brand's content appear at the top of our newsletter going to 10,000 business professionals in the region



## Sponsored Blog Content

**£1,000 + VAT**

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- Four blogs featured on [www.pro-manchester.co.uk](http://www.pro-manchester.co.uk) promoting your business or a product
- Blog to appear at the top of newsletters
- Blog to be shared three times on Twitter (200k impressions per month)
- Blog to be shared on LinkedIn with your company tagged





## Webinar

**From £1500 + VAT**

- Webinar featuring content of your choosing
- Speaking opportunity
- Production & promotion of webinar
- Branding on webpage and newsletter
- Recording on YouTube promoted to networks
- Social media coverage



## Roundtable

**£1,500 + VAT**

- Production & promotion of roundtable
- Branding and link to company website on the invitation
- Social media coverage
- Opportunity to open or close event
- Opportunity to suggest guestlist
- Branding on newsroom article

# pro-manchester INSIGHT REPORTS

## 1. Survey (creation and circulation)



### Exclusive roundtable

8-10 senior leaders will be invited to discuss the results of the survey. pro-manchester to invite guests, arrange venue and logistics.



### Roundtable reporting

Research and insight into roundtable guests, attending roundtable event, reporting on all attendees' contributions. To be featured in local media.



### Report

Producing an estimated 8-page report outlining scope of survey, providing context for backing of the report, the results gathered and incorporating analysis from experts at roundtable. Also including short bios for each expert in report introduction.



### Launch event

50+ attendees invited to release, showcase and discuss the findings of the survey. pro-manchester to invite guests, market the event and arrange venue and logistics.



### Circulation

The report will be circulated to pro-manchester's large database with your branding on it.

## 2. Promotion



### Your logo & branding

Will appear on all collateral relating to the survey as well as online on pro-manchester's website, Big UK Newsroom and on any press releases.



### Social media

You will be tagged in tweets and LinkedIn posts from pro-manchester relating to the results of the survey and any introductory tweets for events outlined in this proposal.



### Representation at events

The opportunity to have someone from your company to speak at and attend all events outlined in this proposal. This can be an introduction to your business, or reasons for sponsoring this survey.



### Panel discussions

Your company will be given opportunities to sit on any panels regarding this survey and its research at any future events.

## 3. PR & Media pro-manchester will:

- Identify hooks from report content to pitch to local and national media
- Identify all relevant outlets to target
- Approach each journalist with a bespoke pitch
- Chase journalists for feedback
- Liaise with journalists on interview and information requests
- Interview spokespeople for comment

## Cost

£10,000



## SECTION FOUR

# MEMBER EVENTS

Private Client Tax – Update and Opportunities, KPMG

Our member events and webinars are free of charge as a benefit of pro-manchester membership. Hosted at member firms, there are opportunities to sponsor member events by sector.

[More information](#)





# MEMBER EVENTS

## OUR MEMBER EVENT TOPICS



**BUSINESS  
BOOSTER**



**LEGAL**



**CORPORATE  
FINANCE**



**ECONOMICS  
BRIEFINGS**



**INSOLVENCY**



**INTERNATIONAL**



**INSURANCE &  
RISK MANAGEMENT**



**MARKETING**



**PRIVATE  
CLIENT**



**PRO -  
PEOPLE**



**HEALTH &  
WELLBEING**

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## Annual Sponsorship

**From £2,000 + VAT**

- Sponsorship of four Member Event breakfast sessions
- Sponsor logo and link to company website on the Member Events page of our website
- Five attendees
- Banners/exhibition stands at events
- Social media mentioned in run up to and at the events
- Opportunity to provide literature or corporate gifts for all guests
- Opportunity to open or close event
- Opportunity to put forward a speaker/panellist for one of the events
- Sponsor logo and link to company website on event page and newsletter (sent out weekly)



## Single Event Sponsorship

**From £750 + VAT**

- Benefits as above



# What our sponsors say...

“Working with pro-manchester has been a great business development tool for us.

“Having our branding at their events has offered us increased brand awareness, and the calibre of people attending their events means we have created some great connections, which we have turned into clients.

“Sponsoring pro-manchester events has had continued success for us, and is something we plan to do for years to come.”

**Lisa Clayton, Vision Events Manchester**



# GET IN TOUCH

For more information on any of our sponsorship packages please contact:

RACHEL TETLOW

SENIOR MEMBERSHIP & PROGRAMMES  
MANAGER

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