

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 sequined dress, is looking to her left and talking to a man whose profile is visible on the left edge of the frame. The background is a dimly lit party with other guests and a light blue balloon.

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 £2,000+VAT

To book or discuss sponsorship opportunities, please contact:

Dino Moutsopoulos
managing partner & head of commercial
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



Click to watch
the video

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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 £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

- 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 £2,000+VAT

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A photograph of a group of people socializing at an event. In the foreground, a woman with blonde hair tied back is wearing a dark and light patterned sweater. She is looking towards the right. In the background, other people are visible, including a woman with glasses and a man with a beard. The scene is dimly lit, suggesting an indoor evening event.

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
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