

**Manchester Day Parade 2014: Sponsor Benefits & Costs**

**Marketing Collateral\***

	Format / Quantity	Distribution	cost/ value	OTS
<b>Print:</b>				
Leaflet	60,000 A5, 2pp	Direct mail to mcc Events Database; community groups and participants; leaflet racks in high footfall sites in City centre and Greater Manchester	£1,000	90,000
Event Programme	15,000 A4 folded	To spectators along the route of the parade and H2H in key locations across the city	£600	30,000
Posters	750 A4/A3	To participant groups and community groups and to key city centre locations	£500	50,000
MEN Supplement	8 page	158,500 in Friday edition prior to parade	£20,000	158,500
<b>Outdoor:</b>				
JC Decaux Posters	90 x 6 sheet	City centre sites. 9/6 - 23/6 2014	£34,320	30,000 per site per week
Digital Screens	3	A57M x 3/Oxford Road	£45,000	289,305 per screen per week
MediaCo Posters	13 x 48 sheet	City centre sites. In position 9/6 - 23/6 2014	£5,471	73,000 per site per week
Town Hall Posters	4 x 7ft x 7ft	City centre sites. 9/6 - 23/6 2014	£1,000	30,000 per site per week
Drop Banners	2 sites	St Ann's Square x 2 & Albert Square x 2 9/6 - 23/6 2014	£5,000	30,000 per banner per week
Metrolink station poster sites	80 - 120 (TBC)	Various tram stations in Greater Manchester 9/6 - 22/6 2014	(tbc) £12,000	TBC
Town Hall Banner	1	9/6 - 23/6 2014	£5,000	30,000 per week
City Live Digital Screens	10	10 Sites in huge footfall areas in City Centre 9/6 - 23/6 2014	£30,000	250,000 Per week
Wayfinder Screens	2	2 Digital screens - 9/6 - 23/6 2014	£1,000	12,000 per week
<b>Digital:</b>				
themanchesterdayparade.co.uk	n/a		£2,000	200,000 page views
manchester.gov.uk	n/a	Unmissable Manchester Section.	£1,000	60,000 page views
Social Media		MCC Twitter account (7500) /Facebook	£1,000	7500 subscribers
Manchester Evening News		tbc	£5,000	
Radio Partner TBC		tbc	£1,000	1,650,000
<b>Radio:</b>				
Radio Partner TBC		2 week campaign (tbc), 400,000 reach	£8,000	900,000 per week
<b>Other:</b>				
Press Advertising	various	Local/regional	£5,000	
MCC e bulletin		Monthly	£5,000	7,500

**Total cost/value of marketing collateral £176,891**

*\*based on draft channel plan - subject to change*

**Other Opportunities**

	Notes	cost/ value	OTS
PR Activity	Local, regional and national press and media - total AVE for MDP 2013	£1,400,000	
<b>Activation</b>			
Activation within Parade	Opportunities to be part of the parade via creative expression of your brand, staff involvement and/or involvement of community group supported by your organisation	£5,000	45,000
Activation in Square / along parade route	Space available in Manchester Day squares for sampling/experiential marketing	£5,000	45,000
<b>VIP Activity</b>			
VIP invitation to sponsor reception	Sponsor reception hosted by the Lord Mayor of Manchester in week prior to the parade	£500	
VIP invitation to view parade	VIP hospitality and platform on Albert Sq	£500	

**Total cost/value £1,411,000**

Principle	Gold	Silver	Bronze
logo top right tagged 'principal sponsor'	logo bottom front	logo front below gold	logo back
logo top right tagged 'principal sponsor'	logo bottom front	logo front below gold	logo back
logo top right tagged 'principal sponsor'	logo bottom	logo below gold	
logo top right tagged 'principal sponsor' plus 1/2 page address	logo bottom plus 1/3 page	logo below gold plus 1/4 Pg Adv	Logo presence
logo top right tagged 'principal sponsor'	logo bottom	logo below gold	
logo top right tagged 'principal sponsor'	logo on ten second animation		
logo top right tagged 'principal sponsor'	logo bottom	logo below gold	
logo top right tagged 'principal sponsor'	logo bottom	logo below gold	
logo top right tagged 'principal sponsor'	logo bottom		
logo top right tagged 'principal sponsor'	logo bottom		
logo top right tagged 'principal sponsor'	logo bottom		
logo top right tagged 'principal sponsor'	logo bottom		
logo top right tagged 'principal sponsor'	logo bottom		
logo top right tagged 'principal sponsor'	logo bottom		
logo top right tagged 'principal sponsor'	logo bottom		
sponsor specific message, logo & link through	logo & link through	logo & link through	logo & link through
logo & link through	logo & link through	logo & link through	logo & link through
tweet sponsor recognition			
logo & link through	logo & link through		
logo & link through	logo & link through		
sponsor mention	sponsor mention		
logo top right	logo bottom		
sponsor mention	sponsor mention		

**Sponsorship Levels and Benefits**

Principle	Gold	Silver	Bronze
AVE	AVE	AVE	AVE
Major Structure/ project in prime position in parade	Structure/ project	Structure/ Costumes	
Exclusive use of a public space within event	Use of square on route	or Space on route	
8	4	2	2
15	8	4	2

Sponsorship Rates £	£ 40,000	£ 25,000	£ 15,000	£ 5,000
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