

# Manchester Day: Sunday 22 June 2014



**Sponsorship proposal**

# Background 2010 - 2013

**Established in 2010 Manchester Day has developed into one of the North West's flagship Summer events.**

Conceived with the ambition of celebrating the creativity and diversity synonymous with Manchester, Manchester Day is a great opportunity for communities to celebrate individual and collective pride in their city and to portray the stories of what makes them feel uniquely Mancunian in a highly visual way.

To celebrate Manchester Day's fifth birthday we have the ambition to bring the whole of the city centre to life by transforming some of the city's premier squares with a dazzling array of site decoration, performance and food with the spectacular parade as a centre piece for the day.



Now involving over 2,000 participants from all sectors of the community Manchester Day 2013 was viewed by over 50,000 people along a 1.2 mile route through the city centre bringing proven economic benefits to the city.

**With its many benefits for the city, the Manchester Day brings communities, artists and businesses together to create something truly special for Manchester.**

# Key Facts

## 2013 Parade Impacts and Research

### Total event value of over £2.4m including...

- Nearly £600k economic impact generated.
- Over 150 news articles with a media value of £1.4m.
- £400k event delivery and marketing cost

### Sponsor recognition

- Unprompted over 33% were able to identify BT as principal sponsors.

### Audience numbers and satisfaction

- Footfall in the City Centre up by 65% in 2013 compared with the corresponding Sunday in 2012.
- 58% of the audience visited the city centre and 69% stayed longer in the city centre because of the parade.
- 97% of the audience rated the parade as 'excellent' or 'good' and almost all spectators agreed that the parade was creative (99%), enjoyable (99%), entertaining (99%) and uplifting (98%).
- 97% said their expectations were exceeded or met and 90% said they would attend in 2013.
- All agreed that the parade was a good event for the city, 33% stated that the parade changed their opinion of Manchester for the better.



MANCHESTER  
TOURISM  
AWARDS 2012  
HIGHLY  
COMMEDED

# The Creative Process

## How is Manchester Day Made?

Manchester Day 2014 will again be produced by world renowned outdoor arts company Walk the Plank – a creative force of artists, theatre makers, pyrotechnicians and event engineers.\* Starting in February 2014 the creative process will continue to be a unique collaboration between highly skilled professional artists employed by Walk the Plank and participating groups from all sectors of our city's communities bringing to life the vision of this year's theme..



Registration to participate will start in November 2013 and is expected to exceed last year's incredible levels.

Expect squares transformed into extraordinary environments with fantastic displays of colour, sound and performance and an incredible parade of beautiful structures, vibrant costumes and pulsating music and dance.

*\* Walk the Plank recently created the Return of Colmcille as a landmark event for Derry - Londonderry UK City of Culture in 2013, commissions for the London 2012 Festival and staged an outdoor spectacle for the Opening of the 2011 European Capital of Culture in Finland . For more info: [www.walktheplank.co.uk](http://www.walktheplank.co.uk)*

# The Parade Theme

## ‘Going Global!’

In keeping with our ambition of giving the parade participants and sponsors a high quality experience, our chosen theme – ‘Going Global!’ - has many layers of meaning.

Both literal and abstract, the theme is open to interpretation by artists and groups in a number of ways and can be something that inspires rather than limits people’s imagination.

**Going Global!** reflects Manchester’s international connections and the city’s position as an innovative world leader as well as themes around communications, travel and diversity

- From Roman fort to Cottonopolis to world class 21C digital city... the original modern city Going Global!
- There are at least 36 Manchesters around the world. Let’s celebrate ‘International Manchester Day’ ... Going Global!
- Famous Manchester exports - from music, fashion and the arts to the industrial and digital revolutions ....Going Global!
- Holidays and travel to the near and far... Going Global!
- Advances in transport and communications continue to make the world a smaller place... people and business Going Global!



**Already some spectacular ideas are being proposed by participating groups... prepare to be amazed!**

# Media Activity

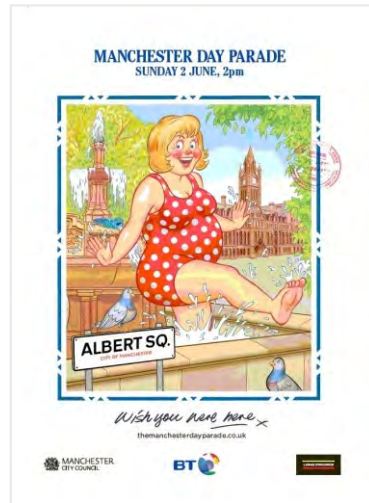
## Marketing & PR

The 2014 Manchester Day Parade will be accompanied by a high profile and compelling media campaign.

The media budget allocation plus city marketing opportunities is worth over £150,000.

Media partners will include the Manchester Evening News and a local radio station (tbc)

National and International coverage is expected as well as a wealth of local and regional media which is targeted to reach 10 million people with a value in excess of £1.4M.



Leaflet & poster (2013)



JC Decaux 6 sheet (2013)



Drop banner (2012)



48 Sheet poster site (2013)



A57 (M) Screen (2012)

# Media Activity

## Press

The 2013 parade generated 150 individual pieces (60 print articles, 40 broadcast reports, 50 online reports) including coverage by both BBC and Granada, broader regional titles and national newspaper listings including the Guardian and Daily Mirror.



## Day we'll reach for the skies

More than 100,000 people are expected to take part in the city's biggest celebration on Sunday 2 June. The parade theme is 'Wish you were here' and the route will take participants from Albert Square to the city centre.

**CELEBRATION WORTH £4M**

The parade is expected to generate £4 million for the city through the sale of tickets and the sale of merchandise.

**WALK THIS WAY...**

The parade will start at Albert Square at 10am and will travel through the city centre to the Albert Square.

**URBANLIFE** FREE

**WALK THIS WAY...**

THE MANCHESTER DAY PARADE RETURNS, THIS YEAR CELEBRATING LOCAL PEOPLE AND ACHIEVEMENTS THAT HAVE MADE THIS CITY GREAT

**INSIDE** STREET MARKETS Why St Ann's Square is a must-visit destination NOW: 32 PAGES!

**BIN IT TO WIN IT...** Your chance to win £1000 (including a car) just by recycling. SEE PAGE 144-15

**JACK OF ALL TRADES** We caught up with good musician and award-winning DJ. SEE PAGE 55

## Postbag Make Day even bigger

## WE ARE SO GLAD TO BE HERE IN BRITAIN'S GREATEST CITY!

- Record 150,000 turn out to celebrate
- Community groups have day in the sun

**PETE BANBRIDGE**

A RECORD 150,000 gathered for the fourth Manchester Day Parade. The streets were awash with colour as the city showed off its true spirit and cosmopolitan character.

The year's theme was 'Wish You Were Here' to help celebrate the achievements of Manchester and its people alongside promoting a number of attractions designed to make the city a 'step-cation' destination.

The parade was led by a tribute to soldier Lee Rigby. Four teenagers from Crumwell, where Drummer Rigby was originally from, carried portraits of him while colleagues from his regiment marched behind in his honour. They were followed by 20,000 people from community groups, charities, the emergency services and armed forces for the two-hour event.

Beginning at Liverpool Road, Castlefield, the parade travelled to usual route down Deansgate and along Cross Street to Albert Square.

Colourful floats snaked their way through the streets as veterans young and old cheered. City centre spokesman Councillor Pat Kearney said: "I've been involved in parades for years, but I've never seen anything like this. There are about 100,000 out to celebrate the day - which means 140,000 'thank you's' to the supporters. It's broken all records. The response has been just unbelievable."

Conn Ross Battle, the council's executive member for culture and leisure, said: "The real winner here is the spirit of Manchester, which shines through every year."

"We have shown our support for Drummer Rigby's family. What happened to Lee was an attack on all of us, and we have stood in solidarity against that."

Drum Major Paul Cople and other members of the Royal Regiment of Fusiliers marched at the head of the parade in tribute to Drummer Rigby.

He said: "The Fusiliers are a family. Lee will always be part of our family."

The parade was followed by an after-party, featuring background rides, street theatre, food stalls and a regional steel band. More than 500 singers also entertained the crowds as part of the Sing for Music message and raised money for charity Water Aid.

### COMMENT



There's so much to celebrate here

Evening News SPECIAL MANCHESTER DAY 2013 8-PAGE SOUVENIR SUPPLEMENT

**MANCHESTER DAY PARADE**  
SUNDAY 2 JUNE, 2pm  
A free summer spectacular in the city centre!

Wish you were here

themanchestersdayparade.co.uk #mcrday

INSIDE: THE PARADE ROUTE COUNCILLOR PAT KEARNEY MEET THE ORGANISERS CHARITY WINNERS

what's new this week...

**HEROES ON PARADE**

WALK AMONG GIANTS AND CELEBRATE SOME OF THE CITY'S FINEST FIGURES. READ 12 SHORT REPORTS ON THE 'HEROIC ACHIEVEMENTS' THEME FOR THIS YEAR'S MANCHESTER DAY PARADE

The day is the final on the city prepares to celebrate its bicentenary in Manchester Day to remember. City chiefs have revealed plans for the first outdoor parade, which will take place on June 10.

Some 50,000 people are expected to watch and take part in the spectacle, which this year celebrates heroic achievements.

After Councillor Kearney has unveiled a plaque of a giant runner to lead the bicentenary procession, which marks the climax of the day.

Around 2,000 people will participate in the parade, which starts at 10am, with more than 50 community groups who have already begun work to create large-scale floats that will bring the parade to life.

Drummers, brass bands, bands and folk-dancers will add to the inspired, and imaginative, displays which will be seen together to create their individual floats and costumes and will have lots of people to come along with their families to support the parade in the day by cheering us on along the route."

City councillor Councillor Pat Kearney said: "Each year, I think we can't find any year, and every year I get passed sitting at just being getting better and better."

This year's parade will honour both Manchester Day chairman, Councillor Pat Kearney, said: "Each year, I think we can't find any year, and every year I get passed sitting at just being getting better and better."

# Media Activity

## Online

- For the event in 2013, visits to [www.manchesterday.co.uk](http://www.manchesterday.co.uk) were up 36% during the week before and the week after the event.
- On the day itself, there was a 61% increase in the number of visitors to the website.
- The parade generated over 50 online reports





# Sponsorship Opportunities

## Get Involved...

There are fantastic opportunities available for businesses and organisations to get involved and use the parade as a platform to showcase their relationship with Manchester people and the City.



The BT Dragon and staff Manchester Day 2013



The Co-operative village Manchester Day 2012

**... a unique opportunity to be part of the Manchester family!**

# Principal Sponsorship

## Principal sponsor... an exclusive opportunity

This year we are offering the exclusive opportunity for one organisation to partner the City as principal sponsor to the Manchester Day Parade 2014 and take advantage of the closest potential association with one of the North West's flagship Summer events.

### What are the benefits?\*

- Sponsor logo in exclusive and most prominent position (top right) tagged with the words 'principal sponsor', on all print, outdoor and digital marketing collateral with a value of over £150,000.
- Principle sponsor key messages in all press releases benefitting from media coverage with an anticipated value in excess of £1.4m.
- Sponsor specific messages in selected media collateral.
- Major opportunities for activation via creative expression of your brand and logo visibility within the parade, along the route and/or in one of the Manchester Day squares.
- Staff motivation and customer engagement opportunities.
- A high profile demonstration of your organisation's commitment to corporate social responsibility fulfilment and the Manchester community.
- Invitations to Manchester Day VIP events.



**\* For a full list of sponsor benefits and costs see sponsor rate card**

# Gold Sponsorship

## Gold Sponsor

### Benefits Include \*

- Logo on all print, outdoor and digital marketing collateral with a value of £150,000.
- Media value – anticipated to be in excess of £1.4m worth of coverage locally, regionally and nationally.
- Opportunities for activation within the parade and/or in one of the Manchester Day squares via creative expression of your brand.
- Sampling and experiential marketing opportunities at key points along the parade route.
- Staff motivation and customer engagement opportunities.
- Corporate Social Responsibility fulfilment via engagement with residents in your local area.
- Invitations to Manchester Day VIP events.

**\* For a full list of benefits and sponsor costs see sponsor rate card**



# Silver & Bronze Sponsorship

## Silver Sponsor

- Logo on all print, and selected outdoor and digital marketing collateral with a value of £150,000.
- Media value – anticipated to be in excess of £1.4m worth of coverage locally, regionally and nationally.
- Opportunities for activation within the parade via creative expression of your brand or sampling and experiential marketing opportunities in one of the Manchester Day squares.
- Staff motivation and customer engagement opportunities.
- Corporate Social Responsibility fulfilment via engagement with residents in your local area.
- Invitations to Manchester Day VIP events.

## Bronze Sponsor

- Logo on some print, and selected digital marketing collateral.
- Media value – anticipated to be in excess of £1.4m worth of coverage locally, regionally and nationally.
- Opportunities for activation within the parade via creative expression of your brand or sampling and experiential marketing opportunities in one of the Manchester Day squares
- Staff motivation and customer engagement opportunities.
- Invitations to Manchester Day VIP events.

***For a full list of benefits and sponsor costs see sponsor rate card***



# Manchester Day Sponsor Family

Our thanks go to all previous Manchester Day sponsors and supporters



# What The Participants said 2010 - 13

## Participant feedback...

"This was a positive example of investment in people. Groups had a stage to display what they did in their communities. Their groups, I believe, will be stronger for taking part"

"A real confidence booster and learning experience for all the children"

"The workshops were lovely, a real community atmosphere and inspirational"

"I have had people tell me that it was the best day of their 25 year career with the service"

"An exciting, inspirational, inclusive atmosphere ...proud that our group were a part of it, can't wait for next one"

"We want it to be next year already so we can apply again!"

"It was very uniquely Mancunian"

## Best thing about Manchester Day was.....

"The Atmosphere and community spirit"

"Being able to bring different people from across my community to work together"

"Being among other creative arts groups, soaking up the atmosphere, being proud of our city."

## Worst thing about Manchester Day was .....

"How to improve on brilliant?"

"N/A We loved it"



# The Manchester Day Parade 2014

**Sponsorship opportunities can be tailored to suit your Individual business objectives.**

**For further information :**

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