

SOCIAL EVENT SPONSORSHIP

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

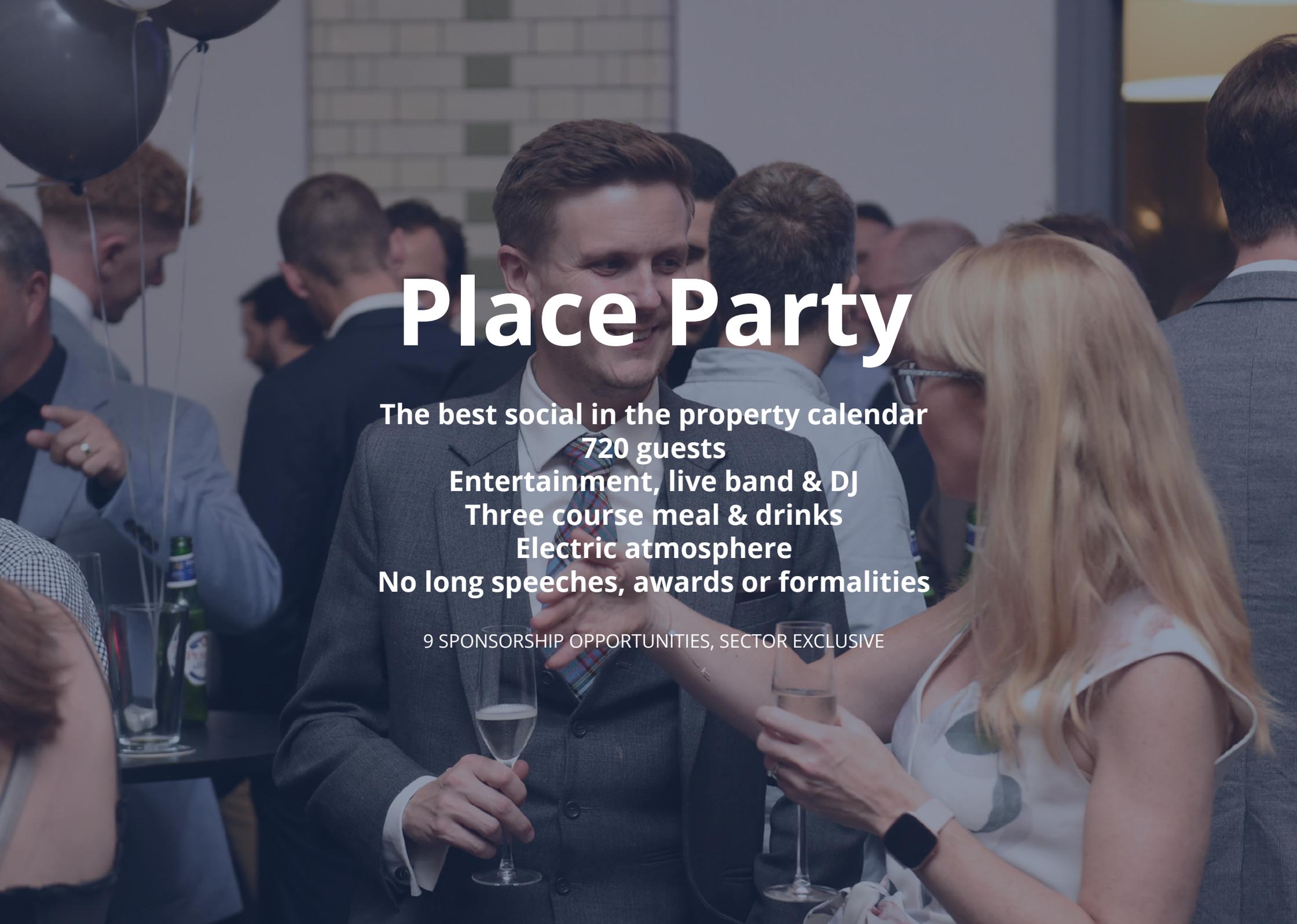
- 16 years of experience in delivering fantastic events for influential professionals in the property industry
- Introductions to decision-making potential clients
- Dedicated event manager to ensure a successful sponsorship
- Raise your business' profile through your brand being seen by an engaged audience of senior professionals from across the North

'Great content, great delegates, great preparation. *Place North* really understands the market.'

Carolyn Tiley
head of strategy, real estate
DAC Beachcroft

- Quality event organisation, with the full *Place North* team in support
- Multi-platform promotion of your brand, online and offline, via social media and website to a combined readership of 300,000 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 tie is clapping his hands while holding a glass of white wine. He is smiling and looking towards a woman with long blonde hair who is also holding a glass. The background is a busy party scene with other guests, including a man in a light blue suit and a woman in a white dress. There are black balloons in the upper left corner. The overall atmosphere is festive and social.

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

North West: £6,000+VAT | Yorkshire: £4,500+VAT



7 sponsorship opportunities

Pre-event

- Listing and branding on Place events calendar, across Place North websites, which are visited by 300,000+ professionals per month
- Branded listing in the events bulletin, emailed to 13,000 subscribers fortnightly
- Branding on the *Place North* 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 the relevant Place North website, 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

North West: £8,000+VAT | Yorkshire: £6,000+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

North West: £10,000+VAT | Yorkshire: £8,000+VAT

One sponsorship opportunity

This exclusive, stand-alone opportunity not only affords increased event profile but also offers further branding and marketing via our website

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 the relevant regional website and sent to our 13,000+ subscribers on the Place 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* to our 13,000+ subscribers
- Priority booking for further ticket sales

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A photograph of a social gathering, likely a networking event. In the foreground, a woman with blonde hair tied back is seen from the side, wearing a dark and light patterned sweater. She is looking towards a group of people in the background. The background is slightly blurred, showing other attendees in a well-lit indoor space. The overall mood is professional yet relaxed.

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 our website which is visited by 300,000+ professionals a month
- Branded listing in the events bulletin, emailed to 13,000+ subscribers fortnightly
- Branding on the *Place North* 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

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A woman with long brown hair and glasses is smiling broadly, looking towards the left. She is wearing a light-colored blazer. In the background, other people are visible, including a man in a blue shirt and another person in a checkered shirt. The overall scene is a busy networking event.

Property Lunch

Networking with drinks & canapes

7 SPONSORSHIP OPPORTUNITIES PER EVENT, SECTOR EXCLUSIVE

Property lunch sponsor £3,500+VAT per event

7 sponsorship opportunities per event

Pre-event

- Listing and branding on Place events calendar, on our website which is visited by 300,000+ professionals a month
- Branded listing in the events bulletin, emailed to 13,000+ subscribers fortnightly
- Branding on the *Place North* 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

- Table of 10 in a premium location
- 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
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Place Young Things

NORTH WEST

Exciting event for people in their 30s and under in the North West

Held twice a year

Great venues with drinks and canapes

High-calibre networking

7 SPONSORSHIP OPPORTUNITIES, SECTOR EXCLUSIVE

Place Young Things North West

£2,000+VAT

7 sponsorship opportunities



Pre-event

- Listing and branding on Place events calendar, on our website which is visited by 300,000+ professionals a month
- Branded listing in the events bulletin, emailed to 13,000+ subscribers fortnightly
- Branding on the *Place North* 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
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- 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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