

SOCIAL EVENT SPONSORSHIP

What do you get out of sponsoring a *Place Yorkshire* event?

- Raise your business' profile through your brand being seen by an engaged audience of senior professionals from Yorkshire
- 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

"Great content, great delegates, great preparation. Place really understands the market."

Carolyn Tiley
head of strategy, real estate
DAC Beachcroft

- Multi-platform promotion of your brand, online and offline, via social media and website, branding at the event and much more
- As *Place Yorkshire* is one of our newer publications sponsoring our events in this region will be positioning your brand in front of property professional decision-makers before your competitors.



A photograph of a young man with a beard, smiling and looking to his left. He is wearing a dark jacket over a light-colored t-shirt. The background is a blurred Christmas tree with lights. The image has a teal color overlay.

Christmas Social

Networking with drinks

8 SPONSORSHIP OPPORTUNITIES, SECTOR EXCLUSIVE

Christmas Social Sponsor £2,500+VAT

8 sponsorship opportunities

Pre-event

- Listing and branding on Place events calendar on placeyorkshire.co.uk
- Branding on the Place North events plan
- 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 an e-mail follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Brand included in the write-up
- Right to first refusal for the next edition of this event

To book or discuss sponsorship opportunities, please contact:

Dino Moutsopoulos
managing partner & head of commercial
dino@placenorth.co.uk
07803 988 112

Place Party Yorkshire

No long speeches, no awards, no formalities
The best social in the property calendar
Entertainment, live band & DJ
Three course meal & drinks
Electric atmosphere

9 SPONSORSHIP OPPORTUNITIES, SECTOR EXCLUSIVE

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Place Party Yorkshire Event Sponsor

£4,500+VAT

7 sponsorship opportunities



Pre-event

- Listing and branding on Place events calendar on placeyorkshire.co.uk
- Branding on the *Place Yorkshire* 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 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
- Right to first refusal for the next edition of this event
- Two months of website banner advertising on placeyorkshire.co.uk value £2,900+VAT

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Place Party Yorkshire Drinks Reception Sponsor

£6,000+VAT

One sponsorship opportunity

Additional benefits of Drinks Reception Sponsorship above Event Sponsorship include:

- Sole branding at the drinks reception
- 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 Yorkshire Headline Sponsor

£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 placeyorkshire.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 placeyorkshire.co.uk and sent through our 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 or a vox pop video shared on social media
- Post-event direct mail via *Place Yorkshire* to our subscribers
- Priority booking for further ticket sales



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