

The Mirror Ball²⁰¹⁷

SPONSORSHIP OPPORTUNITIES

The Mirror Ball

Friday 3rd March 2017



**FOREVER
MANCHESTER**

THE COMMUNITY FOUNDATION
FOR GREATER MANCHESTER

The Mirror Ball²⁰¹⁷

The Mirror Ball provides the perfect opportunity to align your brand with an exclusive event that is all about Manchester.

- Held in Manchester's 5* Lowry Hotel
- Attended by 300 of Manchester's finest
- Celebrity guests, compere and acts
- Attracting over £ ½ Million value of press coverage in national and regional press
- Trending on Twitter reaching 3,785,534 users!
- For people that are passionate about Manchester
- Raising over £250K for Forever Manchester
- Generating media exposure reaching 17.3 million



THE BACKGROUND:

The Mirror Ball was created in 2011 by Andrew Trott Barn, as a way of celebrating his 30th birthday, and his recovery from a brain tumour the year before, and has been held annually since. Since 2012 the event has raised money for Forever Manchester, for whom Andrew is an Ambassador.



Now moving into its seventh year, The Mirror Ball sells out each year with a waiting list! Guests including Catherine Tyldesley, Michelle Keegan, Mark Wright, Helen Flanagan and the newest rising stars from the cast of Hollyoaks have helped make it one of the most glamorous and press-worthy red carpets the city has to offer.

The 2016 saw a duet from Catherine and her on screen beau Shayne Ward and 90's legends Trevor and Simon performing Ant & Dec's Let's Get Ready To Rumble! An entertainment combination only The Mirror Ball could get away with.

SUPPORTING FOREVER MANCHESTER

Forever Manchester is the charity for people who are passionate about Manchester, putting money back into local communities across Greater Manchester to help local people do extraordinary things to make positive changes where they live. Without funding the groups and projects led by these individuals would struggle to get off the ground, or simply cease to exist.

*For more information see
www.forevermanchester.com*

MEDIA EXPOSURE:

The event is supported by an extensive PR campaign. Previous highlights have included:

- Event sold out 3 months before it happened, with a waiting list for tables
- Over £1/2 million value of press coverage in regional and national media
- Coverage reaching more than 14 million people
- Celebrity photos against sponsor branded photo board used in regional and national media
- 3 positive stories on the MailOnline before the night was even over
- Full page in the Sunday Mirror and a double page spread in the Manchester Evening News
- Attended by OK Magazine
- The celebs are photographed in front of TWO sponsor branded photo boards
- Trended on Twitter on the night reaching 3,785,534 users
- Publicised via charity's 15,000 strong social media following
- Publicised via charity's website which received 10,000 hits in the month of the event alone

A ROLLING BALL

WHAT: The Mirror Ball in aid of Forever Manchester.
WHERE: Lowry Hotel, Salford.
WHEN: Friday March 4.
WHO: Star attendees included Helen Flanagan and Nikki Sanderson, while Catherine Tyldesley and Shayne Ward performed a duet (below).
LOWDOWN: As well as live music, guests at the sixth annual Mirror Ball were also treated to magic from Dominic Anthony and a DJ set from Helen Holt.

30% OFF

WWW.GALLERY 23

CORONATION Street's on-screen lovebirds

Catherine Tyldesley and Shayne Ward formed the perfect duo to entertain guests at the glitzy annual Mirror Ball.

The soap pals have a shared passion for music and delighted guests at the black tie bash at The Lowry Hotel in Salford by singing Lady Antebellum's *I Need You Now* at the start of an entertainment-packed night.

The ball has been organised for the past six years by hairdresser to the stars Andrew Trotter-Barn with a glitz, glam and sparkle dress code.

A host of celebrity guests got into the twing of that theme with a succession of spectacular ballgowns sweeping the red carpet.

That included Corrie's Cath turning heads in her vintage *Madeline Merab* sequinned gown that hugged her enviable figure and her soap co-star *Katie McGlynn* in a hot pink dress with diamond detailing.

The Hollyoaks glam squad were out in force, with *Nikki Sanderson* also choosing a glitzy *Merab* design with daring thigh slash, and joined by soap pals *Anna Passey*, *Kirsty-Leigh Porter* and *Sophie Forley*. Former *Corrie* star

together. Cath said: "Our voices seem to blend really well and Shayne is an amazing singer. I really look up to him and he's actually taught me a lot as a singer."

Cath reveals the pair, who play the show's *Eva Price* and *Aidan Connor*, just can't stop singing together when on set!

She laughed: "I think we do everybody's head on because we are always singing on set. We sing everything from Disney

the *Made in Manchester* awards earlier this year to recognise his achievements.

Andrew said: "We pulled off another amazing night. As we're in our sixth year and six years of marriage is candy we went all out with a *Willy Wonka* theme! I'm so pleased that Cath came back to perform for us again and that she was able to get Shayne onboard too. They make a brilliant

SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	COST	SPONSOR
Headline	£7,500	Available
Light and Sound Production	£4,500	Available
Entertainment	£4,500	Available
Visual	£4,500	Available
Guest Photobooth	£2,500	Available
Mirrorballs	£2,500	Available
Programme Sponsor	£2,000	Available
Ticket Sponsor	£1,500	Available
Goodybag Sponsor	£1,000	Available
Drink Sponsor	£1,000	Available

SPONSOR BENEFITS

As sponsors of the Mirror Ball you would be entitled to the following benefits:

Headline Sponsor

£7,500, Gold table for 12 guest places

Headline Sponsorship branding on:

- Website
- Photoboard for use with red carpet arrival photos for paparazzi press
- Photoboard for use with all guests on arrival for sending to the press
- Event programmes
- Insider front cover full page in programme

Pre Event Publicity

The main press release announcing this event will target local media (press, radio and TV) and publicise your commitment and support for this event.

Minimum of 15 Facebook and Twitter acknowledgements pre and post event to almost 15,000 Forever Manchester followers

Light & Sound Production

£4,500, Silver table for 6 guest places

Supporting sponsor branding on:

- Website
- Photoboard for use with all guests for press
- Full page in programme

Minimum of 10 Facebook and Twitter acknowledgements pre and post event to almost 15,000 Forever Manchester followers

Branding in drinks reception area

Entertainment

£4,500, Silver table for 6 guest places

Supporting sponsor branding on:

- Website
- Photoboard
- Menus
- Full page in programme

Minimum of 10 Facebook and Twitter acknowledgements pre and post event to almost 15,000 Forever Manchester followers

Branding in drinks reception area

Visual

£4,500, 6 Silver guest places

Supporting sponsor branding on:

- Website
- Photoboard
- Menus
- All Tables
- Half page in programme

Minimum of 5 Facebook and Twitter acknowledgements pre and post event to almost 15,000 Forever Manchester followers

Branding in drinks reception area

Photobooth

£2,500, 4 Silver guest places

Branding on all photos taken in the guest photobooth where all guests dress up and have photos taken to take home

Quarter page advert in programme

Minimum of 2 Facebook and Twitter acknowledgements pre and post event to almost 15,000 Forever Manchester followers

Branding in drinks reception area

Mirrorballs

£2,500, 4 Silver guest places

Supporting sponsor branding on:

- Website
- Photoboard
- Menus
- All Tables
- Quarter page in programme
- 250 Mirrorballs used for Raffle

Minimum of 2 Facebook and Twitter acknowledgements pre and post event to almost 15,000 Forever Manchester followers

Branding in drinks reception area

Programme Sponsor

£2,000, 4 Silver guest places

Branding on front page of programme placed on all tables

Full page advert in programme

Ticket Sponsor

£1,500, 4 Silver guest places

Branding on printed event tickets to be posted out to guests.

Quarter page advert in programme

Goody Bag Sponsor

£1,000, 2 Silver guest places

Branding on goody bags provided to all Gold Ticket holders.

Insert into goody bags

Drinks Sponsor

£1,000 (plus provision of product)

Provide product for use in 300 welcome cocktails.

Opportunity to serve welcome cocktails from a branded station.

Brand logo on event tickets to be posted out to guests.

Quarter page advert in programme.

Opportunity to put miniatures, or branding into Gold Ticket holders goody bags.

Branding on press board.

Minimum of 2 Facebook and Twitter acknowledgements pre and post event to almost 15,000 Forever Manchester followers

For more information please contact:

emmaj@forevermanchester.com

07931 318 095

PAYMENT SCHEDULE

Payment in full should be made by 30th November 2014.

LEGAL CONTEXT

The contract shall be governed by and construed in accordance with the laws of England and Wales.

TERMINATION

Either party may terminate this contract at any time if the other party is in breach of the performance of the contract or any required conditions.

ACCEPTANCE OF AGREEMENT

To be signed by duly authorised officer from each organisation:

ON BEHALF OF FOREVER MANCHESTER

Signed: _____

Name: _____

Position: _____

Date: _____

ON BEHALF OF _____

Signed: _____

Name: _____

Position: _____

Date: _____