



FOREVER MANCHESTER'S

BIRTHDAY PARTY

2017

SPONSORSHIP OPPORTUNITIES





FOREVER MANCHESTER'S ANNUAL BIRTHDAY PARTY
FRIDAY 10TH FEBRUARY 2017 6.30PM-1AM
THE PALACE HOTEL, OXFORD ROAD, MANCHESTER



"A City that thinks a table is for dancing on" – Mark Radcliffe



ABOUT FOREVER MANCHESTER

Forever Manchester is a charity that funds and supports thousands of community projects across Greater Manchester.

Through generous contributions from individuals and businesses, Forever Manchester strengthens communities and enriches local life by inspiring local people to do extraordinary things together.

Throughout Greater Manchester there are over 20,000 community projects that bring people together and deliver activities that provide the social backbone of our communities.

Individuals benefit greatly from being involved in community activity, helping to improve mental and physical wellbeing, reducing social isolation, developing confidence to try something new, and raising aspirations and employability as well as providing an opportunity to meet others.

Often run on a voluntary basis, these projects require financial and non-financial support to help them deliver activities for the benefit of the wider community.

By supporting Forever Manchester you are helping to support more community projects across Greater Manchester.



Sponsoring Forever Manchester's Annual Birthday Party is a great way to support Forever Manchester while gaining fantastic brand awareness and exposure for your company.

WHY SPONSOR THE FOREVER MANCHESTER ANNUAL BIRTHDAY PARTY?

- Raise money for Forever Manchester
- Opportunity to demonstrate your company's philanthropic spirit and commitment to strengthening communities across Greater Manchester
- Provide you with valuable PR opportunities
- Attract media and social media exposure (over 15,000 hits per month to our website and over 20,000 social media followers)

ABOUT THE EVENT

To celebrate another year of supporting community projects across Greater Manchester, we are hosting our Annual Birthday Party on Friday 10th February 2017 at The Palace Hotel in Manchester.

The event will bring together over 400 passionate and dedicated Forever Manchester supporters to celebrate another great year of helping local people do extraordinary things together.

The event will be in the format of a sit down meal with compere, live performances from a selection of local community projects, and an awards presentation followed by a DJ set to get you all on the dance floor and party into the early hours.

We are inviting you to sponsor various aspects of the event and have put together affordable sponsorship packages ranging from £2,000 to £4,500. By helping to sponsor Forever Manchester's Annual Birthday Party you will build positive brand awareness across Greater Manchester and demonstrate good corporate citizenship whilst meeting and networking with like-minded people.

Together we can help deliver your corporate social responsibilities while raising vital funds for community projects across Greater Manchester.

SPONSORSHIP OPPORTUNITIES



Event	£4,500
Programme	£3,300
Recognition Awards x 4	£3,300 ea.
Photo Booth	£3,300
Online Auction Sponsor	£3,300
Twitter Wall	£2,000
Tickets	£2,000
Compere	£2,000
Video of Night (Post Event)	£2,000

Sponsorship commitment is required before 1st November 2016 to maximise opportunities.

EVENT SPONSOR - £4,500

As event sponsor you will gain fantastic brand awareness and exposure for your company.

BENEFITS

- A complimentary table of 10 tickets to the event
- Full page colour advert in event programme
- Listed as event sponsor in event programme
- Branding on
 - Event Publicity
 - All related posts on the Forever Manchester website (over 15,000 website hits per month)
 - Tickets
 - Seating plan
 - Photo board
 - Social Media Coverage (over 20,000 followers)
 - Visual presentation (screens)

PROGRAMME SPONSOR - £3,300

The event programme will be given to all 400 guests at the event.

BENEFITS

- A complimentary table of 10 tickets to the event
- Full page colour advert in event programme
- Listed as programme sponsor in event programme
- Branding on
 - Front page of the programme placed on all the tables
 - Forever Manchester website (event page and related news stories)
 - Social Media Coverage (over 20,000 followers)
 - Visual presentation (screens)

RECOGNITION AWARD SPONSOR (4 AWARDS) - £3,300 EACH

As part of the event, awards will be given to people in recognition of their efforts for Forever Manchester and their support in local communities across Greater Manchester.

This is the Place Award

In recognition of a group of residents who have formed and developed a new community project to benefit others in their local neighbourhood.

Corporate Supporter of the Year

In recognition of a company's commitment and significant support of the work Forever Manchester does. They will have encouraged their staff to raise funds, get involved and raise awareness of the Forever Manchester brand.

Captain Manchester Award

An award given to a person with a true Mancunian spirit. Selflessly giving time, money and resources to help to improve the communities across Greater Manchester. Essentially, this person will embody the true spirit of Forever Manchester.

Inspirational Community Group

In recognition of a community group or project that has created a greater sense of purpose within their community; making a difference, strengthening and connecting local people in their communities.

PHOTO BOOTH SPONSOR - £3,300

Branding on all photos taken in the photo booth for guests to take home with them and on digital copies we will share post event.

BENEFITS

- A complimentary table of 10 tickets to the event
- ½ page colour advert in event programme
- Listed as the Photo Booth sponsor in event programme
- Branding on
 - Photo Booth
 - Forever Manchester website (event page and related news stories)
 - Social Media Coverage (over 20,000 followers)
 - Visual presentation (screens)

BENEFITS

- A complimentary table of 10 tickets to the event
- Opportunity to present the award to recipient
- Photograph of you presenting the award for your own PR purposes
- Company description on the Awards page of the programme
- Listed as an award sponsor in event programme
- Branding on
 - The physical award
 - Forever Manchester website (event page, related news stories and post-event stories related to the award that you have sponsored)
 - Social Media Coverage (over 20,000 followers)
 - Visual presentation (screens)





ONLINE AUCTION SPONSOR - £3,300

Branding on the Givergy Online Auction – launched prior to the event and displayed on tablets and big screens at the event.

BENEFITS

- A complimentary table of 10 tickets to the event
- ½ page colour advert in event programme
- Listed as the Online Auction sponsor in event programme
- Branding on
 - Online Auction system
 - Forever Manchester website (event page and related news stories)
 - Social Media Coverage (over 20,000 followers)
 - Visual presentation (screens)

OTHER SPONSORSHIP OPPORTUNITIES

TWITTER WALL - £2,000

Branding of the Twitter wall to be displayed on screens in the main room plus 6 complimentary tickets.

TICKET SPONSOR - £2,000

Branding on all printed tickets sent to 400 guests plus 6 complimentary tickets.

COMPERE - £2,000

Company linked whenever compere is mentioned pre-event, at event and post event, plus 6 complimentary tickets.

VIDEO OF NIGHT - £2,000

Branding on the professionally produced video that captures the Birthday Party highlights, plus 6 complimentary tickets. The video will be sent to all guests and shared on social media post event.

OTHER BENEFITS APPLIED TO THE 4 SPONSORSHIP OPPORTUNITIES LISTED ABOVE

- ¼ page colour advert in event programme
- Listed as a sponsor in event programme
- Branding/mention on
 - Sponsored item at the event
 - Forever Manchester website (event page and related news stories)
 - Social Media Coverage (over 20,000 followers)
 - Visual presentation (screens)



TICKET PRICES

Tables of 10: **£800 early bird price** to be booked before 1st November 2016 (£850 per table thereafter)

Or **£85 per person**

All profits from ticket sales will be reinvested in communities across Greater Manchester

The price of the ticket includes:

- A welcome drink on arrival (from 6.30pm)
- 3 course set menu with coffee and chocolates (served from 7.30pm)
- Awards ceremony with entertainment from local community groups
- Special guest compere to guide you through the evening
- Special guest DJ

Please book additional event tickets when confirming sponsorship to avoid disappointment. We can add the cost of any additional tickets onto your sponsorship package.



NEXT STEPS

If you wish to sponsor any aspect of Forever Manchester's Annual Birthday Party please contact Jean Mills, Head of Business Development, on 0161 214 0940 or email jean@forevermanchester.com

Once we receive confirmation of your sponsorship, Forever Manchester staff will contact you to discuss event arrangement, sponsorship benefits and recognition.

Please send your hi-res logo (.eps or .jpeg) to marketing@forevermanchester.com at the earliest convenience, together with a 150-word description of your company and your involvement with Forever Manchester.

If applicable Forever Manchester's Marketing team will also contact you regarding the requirements for your advert in the event programme.

Payment Schedule

Sponsorship commitment is required before 1st November 2016 to maximise exposure. Payment in full should be made within 30 days of receipt of invoice. Sponsorship is non-refundable.

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. The party seeking termination shall inform the other party in writing and termination shall be effective on giving one month's notice.



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