

manchester
D/GITAL.
/EVENTS
[Ecommerce Week]

Sponsorship Packages
20th - 24th March 2023

About

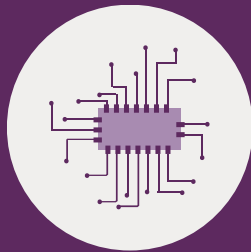
Manchester is firmly at the forefront of the UK ecommerce industry having produced numerous homegrown ecommerce unicorns including Boohoo, The Hut Group, AO.com, AutoTrader and On the Beach, Manchester is home to many more high-growth ecommerce companies such as Fanatics, Pretty Little Thing, Moonpig, MoneySupermarket and Booking.com.

Manchester Digital prides itself on its relationships with these brands in and outside of membership. These brands attend our regular industry events. It is an exciting time for ecommerce companies in Manchester. The city's retail tech industry has seen phenomenal growth in the number of online retailers establishing offices in the city and in recent years it has developed the greatest concentration of ecommerce start-ups than anywhere else in the UK.

Manchester Digital supports this thriving sector by helping companies looking to relocate or expand in the city region to build their employer brand, connect with regional businesses, raise their profile through content contributions, network at our events and develop their pipeline of talent.



3,000 +
Ecom
businesses



19,000 +
tech
businesses



Home to
ecommerce
giants



Highest
concentration
of start-ups



Land of tech
unicorns



Rich talent and
skills

Ecommerce Week

Manchester Digital aims to raise the profile of the work being done by ecommerce brands, agencies and supply chain in the Greater Manchester region via our series of Ecommerce events.

We will showcase the work emanating from the sector and shine a spotlight on its successes; challenges, and emerging tech and facilitate collaboration and knowledge sharing.

A sponsor will have the opportunity to align their brand with this event and thriving sector, and raise its profile to our wider digital and tech community.

Manchester Digital will market the event to their ecommerce members and agencies plus to their:

450+
members

10k
newsletter
sign-ups

30k social
followers

25k
monthly
web visitors

Similar industry-specific events attract 120 attendees

This week's agenda

Monday: A discussion forum on a sector-specific topic – key finding shared across our network.

Tuesday: Release of an industry insight feature – including viewpoints from multi-ecommerce businesses

Wednesday: Professional development sessions run by industry experts as webinars

Thursday: A conference with guest speakers, discussion panels, networking and learning sessions

Friday: Focused content, articles and key takeaways shared with our community

Key supporter package- 4 available (£3,500 + VAT)

- Contribution to our Industry Insight blog/themed interviews or logo and link on the shared article
- Opportunity to offer the MD network a professional development session on a related topic during the week (webinar). Promoted on our website, newsletter and social media.
- Branding on all promotional pre-event material
- Prominent logo placement and backlink on the standalone ticketing site
- Profile and backlink in the Manchester Digital newsletter Manchester Digital events email
- Promotion/coverage via social media networks pre-event and post-event (LinkedIn/Twitter/Facebook)
- An option to introduce speakers/ chair panellist discussions/ present a 'scene setter' before a panellist discussion/ manage a Q & A (one per event).
- Opportunity to provide promotional material and branding at the event networking area (virtual booth available for webinars if relevant)
- Logo and links on post-event blog - tagging business and speakers
- Personalised post-event marketing email to all attendees

* Some involvement with themes/case studies and speakers can be discussed where appropriate and relevant

** Sponsors will be from non-conflicting business types

Drinks sponsor (£2,500 + VAT)

- Branding on all promotional pre-event material as 'drinks sponsor'.
- Contribution to our Industry Insight blog/themed interviews or logo and link on the shared article
- Prominent logo placement and backlink on the standalone ticketing site
- Profile and backlink in the Manchester Digital newsletter and Manchester Digital events email
- Promotion/coverage via social media networks pre-event and post-event (LinkedIn/Twitter/Facebook)
- Opportunity to provide promotional material and branding at the event networking area
- Logo and links on post-event blog - tagging business and speakers
- Branding at drinks venue
- Content contribution to our email to all attendees post event

Contact Us

For more information or bespoke packages.

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