

Startup Activator Sponsorship Package



Supporting the future of tech startups

Manchester Digital: Supporting the future of tech startups

Manchester has become one of the UK's leading tech hubs. With a thriving startup community and world-class talent, it's the perfect place to launch and grow a tech business. The Startup Activator is here to maximise the chances of our startups succeeding and growing by arming them with all the basic knowledge they need to flourish.



Startup Activator

The Startup Activator will give businesses an unbiased and unvarnished view of the landscape and an introduction to all the programmes, investment and support that is on offer across the Greater Manchester region. After attending our workshops and meeting our experts they will be able to spot good advisers from bad, find the right accelerator for their business and find the right investor match.



We are looking for 4 partners to support this programme and help us deliver 12 months of valuable information and insight to the next generation of tech businesses and make sure that Greater Manchester continues to grow great businesses.

There are 4 packages available at £10k each, which will include:

Annual Startup Activator Review

Branding on our specially commissioned annual report.

- To include logos and partner acknowledgments and quotes in all PR and marketing of the report - including press releases, social and website.
- Editorial piece showing partner services
- The report will be launched at a dedicated event on 2nd November and sent out to over 400 startups, investors, professional services providers, local authorities, Greater Manchester Combined Authority and relevant central government departments.

Events x 6 plus a webinar

- Logos and acknowledgments at all events associated with the programme and marketing of the events - including the launch event (7th December 2023) and the series of workshops and presentations built as part of the programme
- Logos and back links on event registration pages
- Company profile and backlinks as a partner on our Startup Activator pages + listing for your services for 12 months
- Opportunity to provide promotional material and branding at all events
- Speaking opportunities and ability to contribute to Startup Activator sessions
- Opportunity to share all opt in data from our Activator events and send post event follow up communications via Manchester Digital (150 words plus a link) after each event
- Branding and acknowledgments as a partner at all 6 of the event series. Including slide deck and on site digital branding
- A opportunity to offer a professional development session on a related topic (1hr, webinar)
- Space on our dedicated Startup Activator pages to outline your products and service with branding and interviews

There is one package available at £5k which will include:



From sign up and throughout 2024

- Logos and acknowledgements at all events associated with the programme and marketing of the events - including the launch event (7th December 2023) and the series of workshops and presentations built as part of the programme.
- Logos and back links on event registration pages.
- Company profile and backlinks as a partner on our Startup Activator pages + listing for your services for 12 months.
- Opportunity to provide promotional material and branding at all events
- Opportunity to share all opt in data from our Activator events
- Branding and acknowledgements as a partner at all 6 of the event series. Including slide deck and on-site digital branding (secondary sponsor)
- Space on our dedicated Startup Activator pages to outline your products and services with branding

There is also a package available at £2.5k which will include:

From sign-up and throughout 2024

- Logos and acknowledgements at all events associated with the programme and marketing of the events - including the launch event (7th December 2023) and the series of workshops and presentations built as part of the programme
- Opportunity to share all opt in data from our Activator events
- Branding and acknowledgements as a partner at all 6 of the event series. Including slide deck and on-site digital branding (secondary sponsor)
- Space on our dedicated Startup Activator pages to outline your products and services with branding

Contact Us



If you would like to discuss a bespoke sponsorship opportunity or any of the packages outlined in this brochure, please contact Kate Wilson, Head of Partnerships.



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