

DIGITAL SKILLS FESTIVAL

Sponsorship Brochure 2020



Manchester
Digital



DIGITAL SKILLS FESTIVAL



Bringing together the tech and digital community



Focusing on building a world-class tech and digital talent pipeline



FEBRUARY 3-7 2020

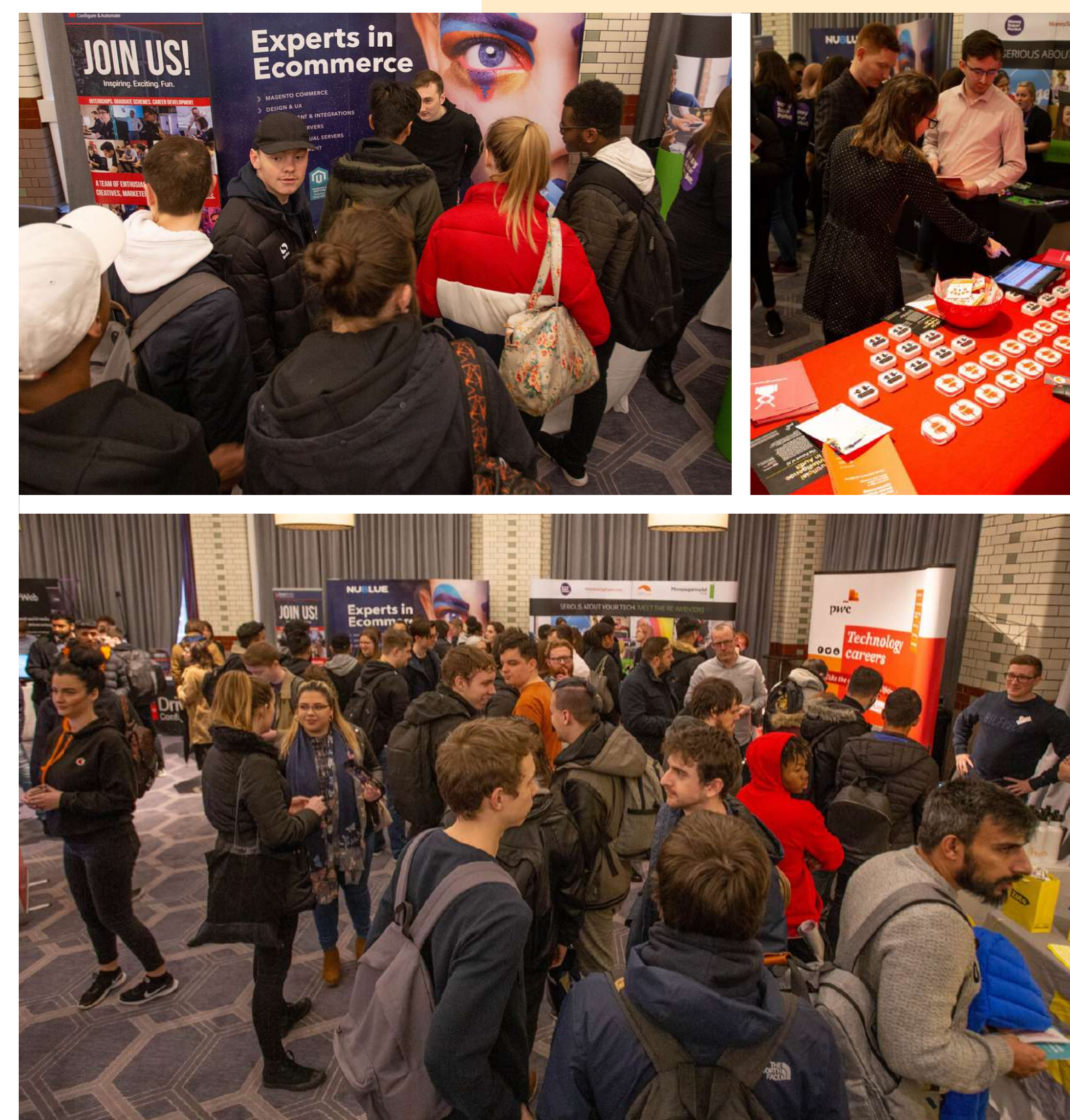
Connecting employers, educators and job seekers with the shared aim of making the talent pipeline in GM the most prepared, resilient and future proofed it can possibly be.



DIGITAL SKILLS FESTIVAL

ABOUT THE FESTIVAL

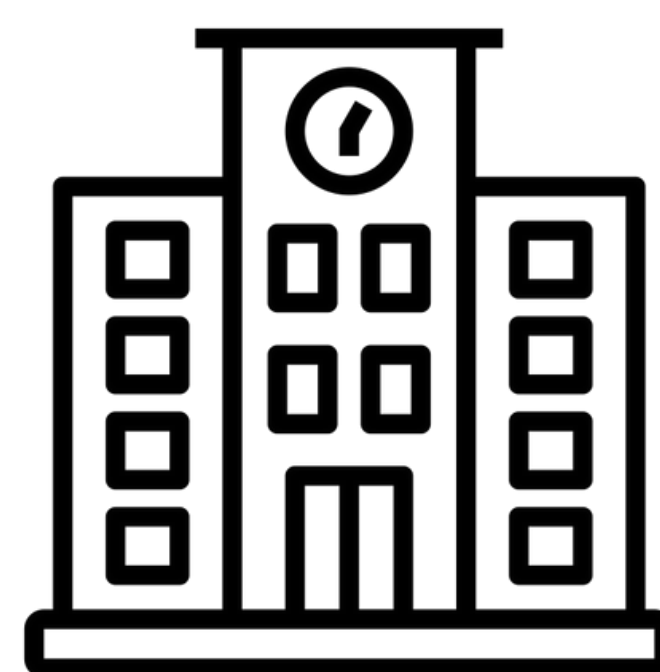
Our Digital Skills Festival is one of the most important events in the calendar. Held right here in Manchester, the five-day-long Festival attracts industry professionals, educators, students, graduates and job seekers as well as respected industry thought-leaders and innovators.



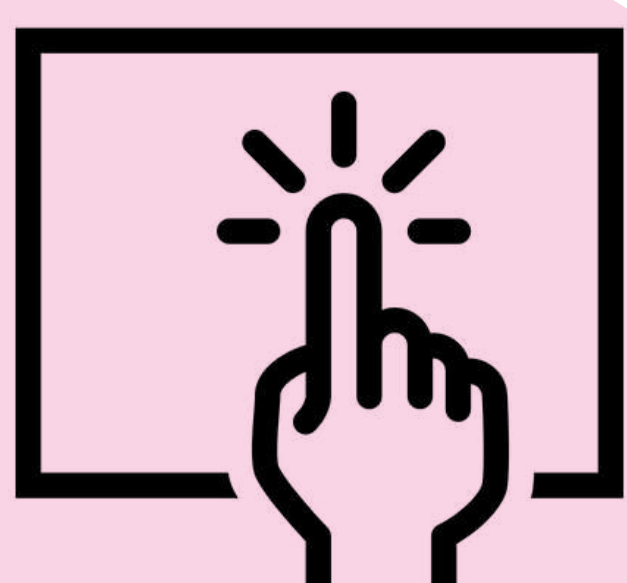
FESTIVAL BY NUMBERS



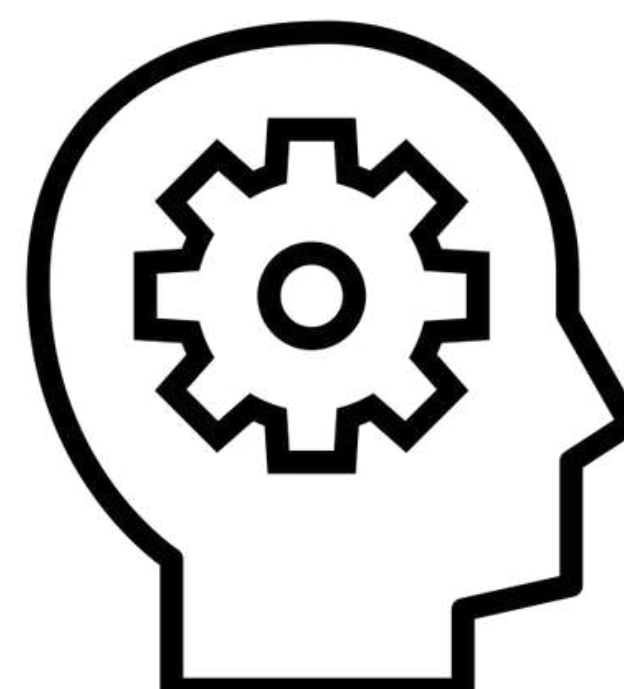
1,800 Students and Job Seekers



50 Colleges and Universities engaged with



50 Exhibitors



16 Hours of professional development



300 Live Vacancies



6 Experience Days

DIGITAL SKILLS FESTIVAL

PROGRAMME OVERVIEW

Date	Name of event
Monday 3 rd February	Future Workforce Summit
Tuesday 4 th February	Professional development day: fast tracking digital skills
Wednesday 5 th February	Talent day
Thursday 6 th February	Digital Future's Experience Day
Friday 7 th February	GM Digital Day

SPONSOR PACKAGES AVAILABLE

HEADLINE SPONSOR - £12,000 +VAT (2 AVAILABLE)

Align your business with the biggest tech and digital talent event in the North and be seen as one of the region's most progressive businesses; committed to making a real change to the talent pipeline and creating great opportunities for young people.

Being a headline sponsor provides you with exclusive branding opportunities - including branding of our Digital Skills Audits. The findings of our audits inform Manchester Digital's work throughout the whole year and are important documents frequently used by regional and national government when making decisions that affect the future of our industry.

For 2020 we'll be running two audits: one aimed at businesses and one for employees to complete. This will ensure that the research is well-rounded and robust.

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HEADLINE SPONSOR - £12,000 +VAT ...continued

Package inclusions:

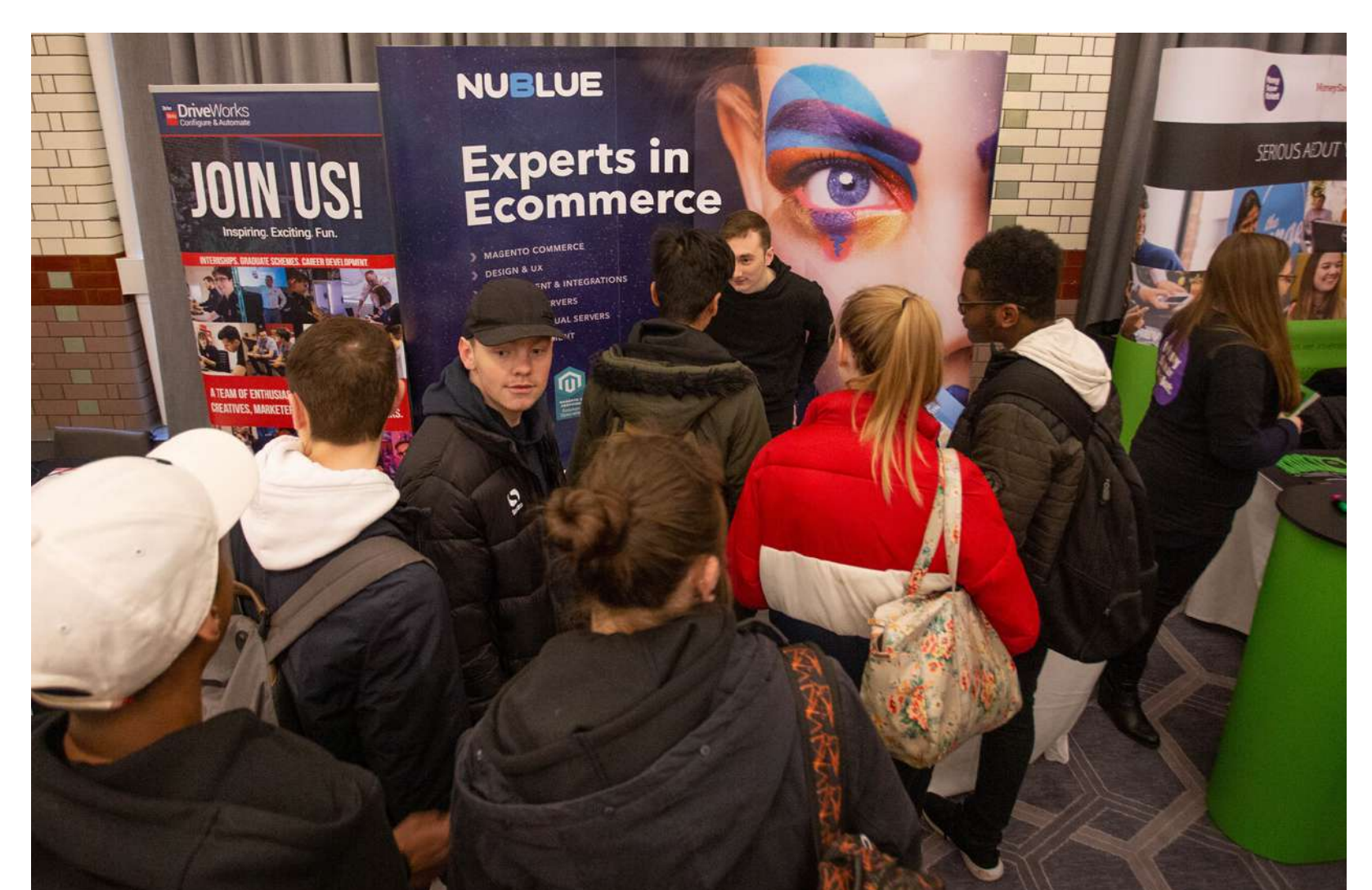
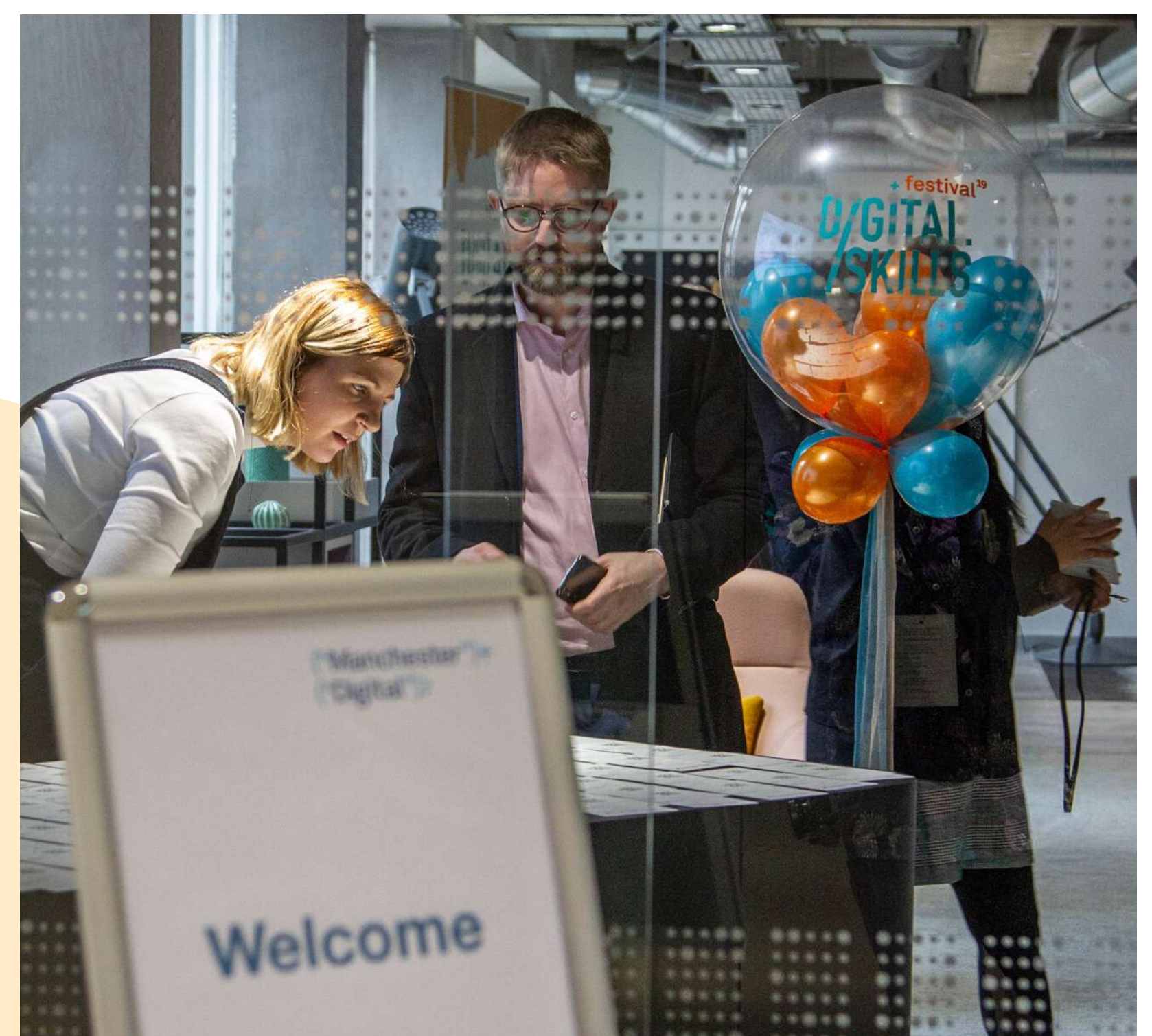
- Branding on the online and print version of the Digital Skills Audit (over 1000 copies distributed)
- Quote in the official Skills Audit press release
- 20-minute keynote presentation at the launch event to share your industry insights
- Opportunity to hold a seminar at Talent Day, specifically to inform job seekers about your company's career opportunities
- Premium exhibition space at the launch event and Talent Day, includes a 4mx3m table, 2 chairs, power and WIFI
- Branding on all promotional material pre-event: print and online
- Branding on all printed signage onsite
- Logo credit and branding on launch event presentation materials
- 100-word company profile on the official online event pages with a link to your website
- Full page company advert in the official launch event brochure
- Inserts or promotional material in the delegate packs at the launch event
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- Personal invitations sent to prospects of your choice to attend the launch event
- Post-event marketing email to all attendees of the launch event and Talent Day to promote your job opportunities
- 10 full delegate passes to launch event and Talent Day
- Marketing and PR support pre-event
- Opportunity to host an experience day, inviting secondary school or college students (age 12-18) to your workplace on the 6th February to take part in careers insights and digital skills workshops

DIGITAL SKILLS FESTIVAL

GOLD SPONSOR - £5,000 +VAT 4 AVAILABLE

Package inclusions:

- One of four Gold sponsors at the event
- Premium exhibition space at the launch event and Talent Day, includes a table, 2 chairs, power and WIFI
- Branding on all promotional material pre-event – print and online
- A follow-up email to all Talent Day attendees with your available job opportunities
- Logo credit and branding on launch event presentation materials
- 50-word company profile on the official online event pages with a link to your website
- Logo in the official launch event brochure
- Inserts or promotional material in the delegate packs at the launch event
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- 5 full delegate passes to launch event
- Marketing and PR support pre-event
- Opportunity to host an experience day, inviting secondary school or college students (age 12-18) to your workplace on the 6th February to take part in careers insights and digital skills workshops



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EDUCATION SPONSORS - £2,500 +VAT 2 AVAILABLE

Package inclusions:

- Exhibition space at the launch event and Talent Day, includes a table, 2 chairs, power and WIFI
- Branding on all promotional material pre-event – print and online
- Inserts or promotional material in the delegate packs at the launch event
- Logo credit and branding on launch event presentation materials
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- 50-word company profile on the official online event pages with a link to your website
- 50-word company profile in the official event brochure at the launch event
- Logo in the official launch event brochure
- 10 minute speaking opportunity at the launch event

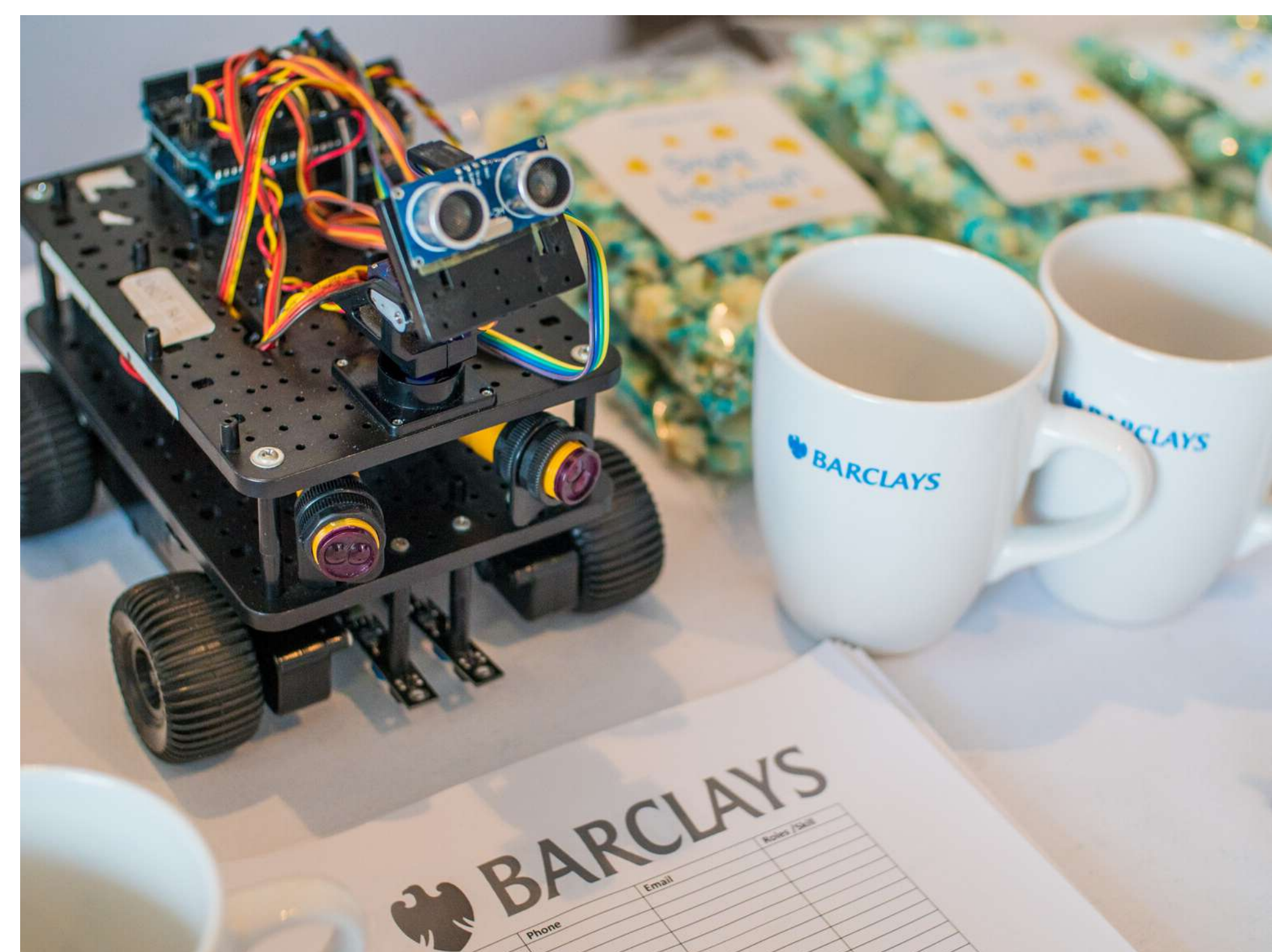
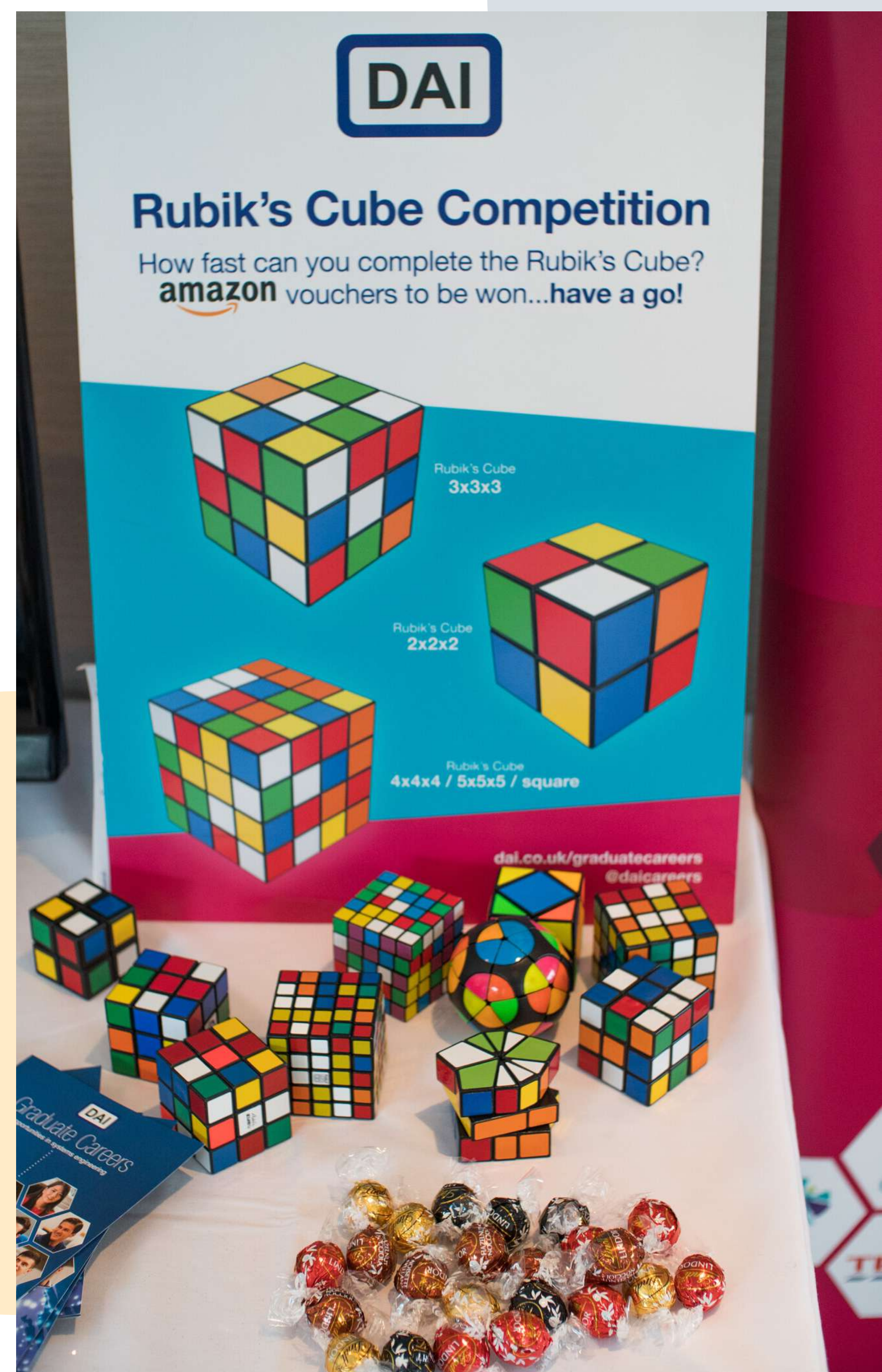


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TALENT DAY EXHIBITION ONLY - £400 +VAT 40 AVAILABLE

Package inclusions:

- 2m x 2m exhibition space at Talent Day, includes a table, 2 chairs, power and WIFI
- Company profile included in online exhibitor information
- Your job vacancies sent to job seekers attending
- Logo and branding on event materials
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- 25-word company profile on the official online event pages with a link to your website
- Complimentary tea & coffee during setup
- Lunch provided
- Two exhibitor passes

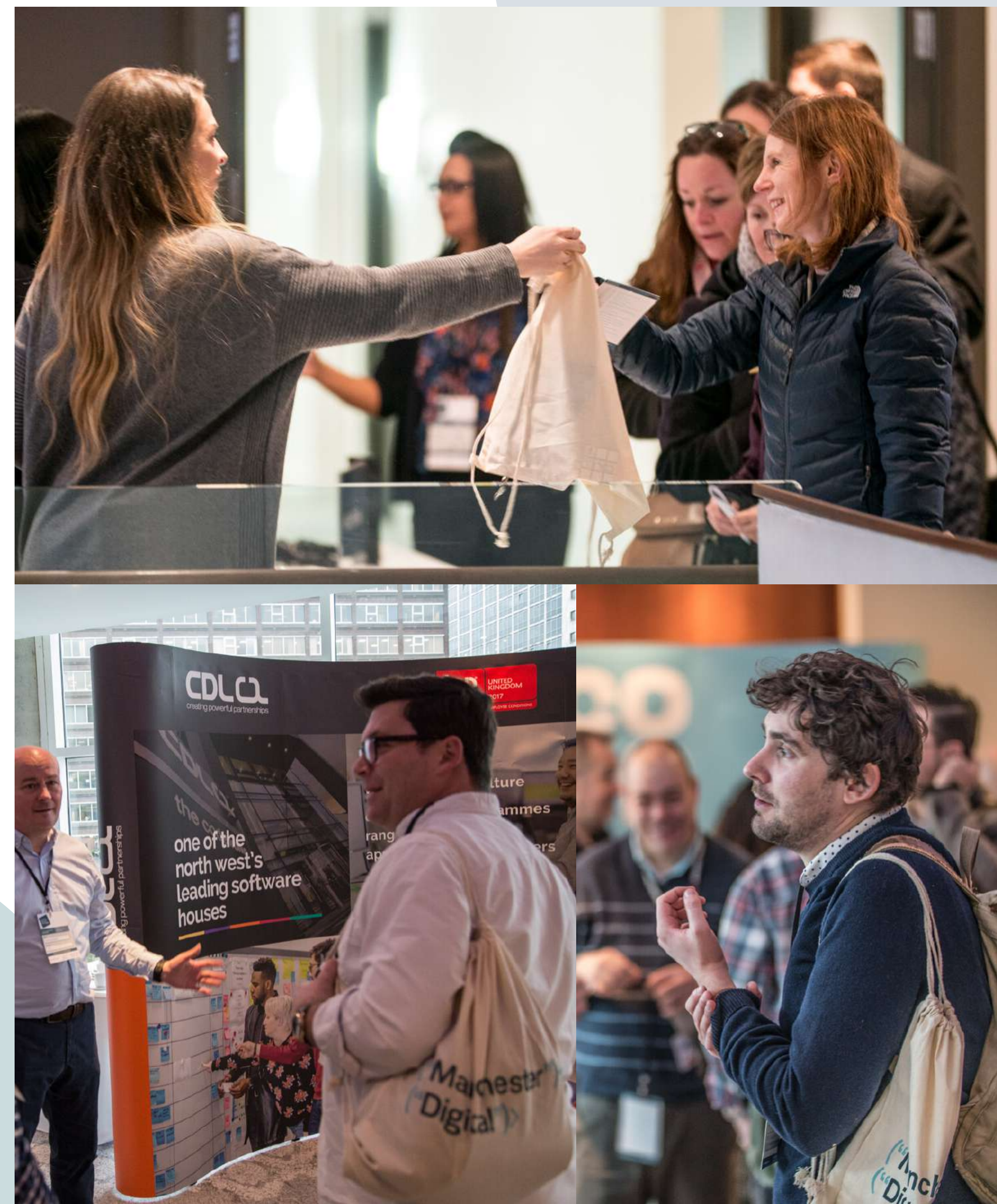


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DELEGATE BAG SPONSOR - £1,500 +VAT 1 AVAILABLE

Package inclusions:

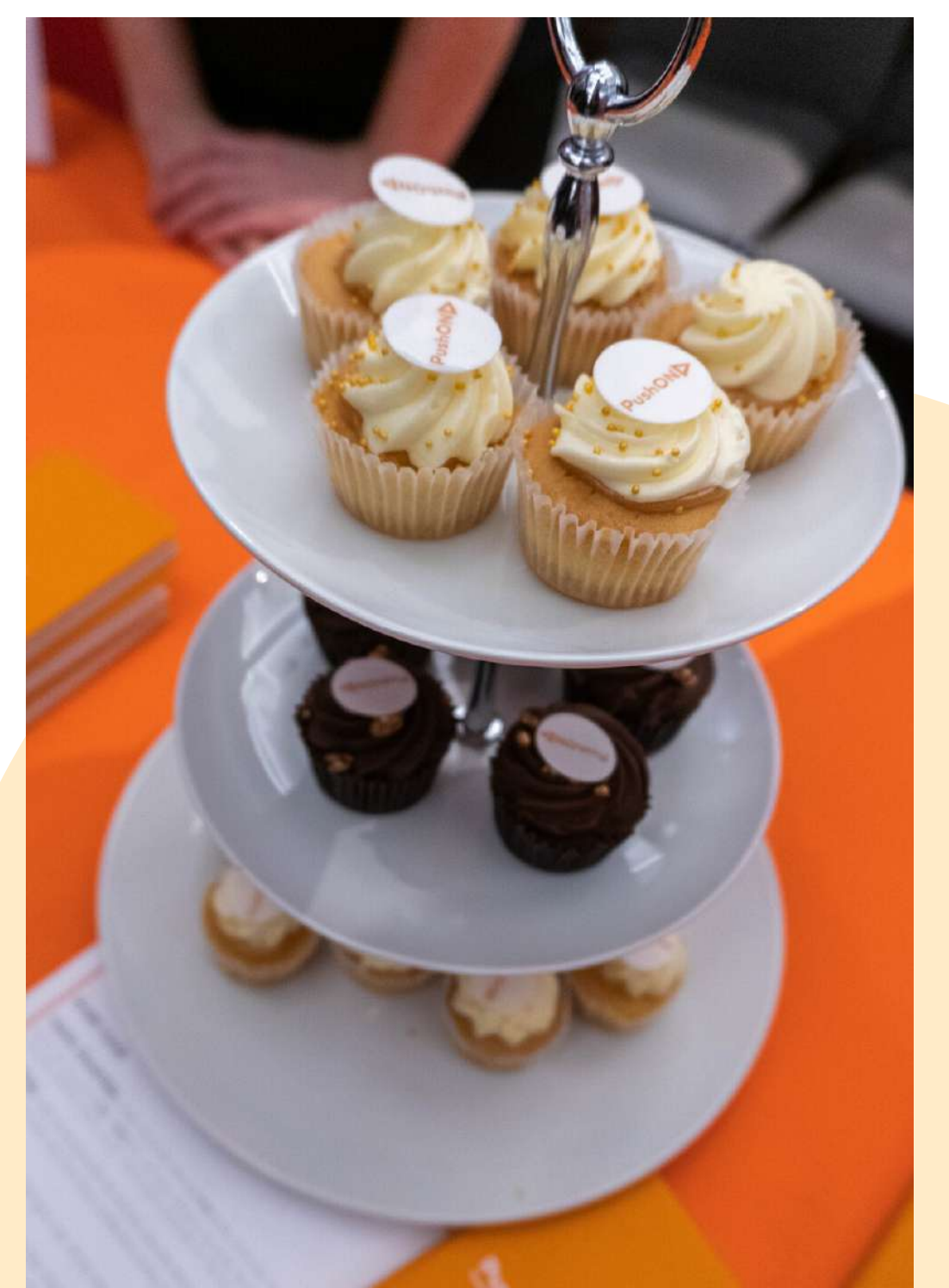
- Logo on the launch event delegate bag
- Opportunity to add 1 insert or promotional material in the delegate pack at the launch event
- Logo credit and branding on launch event presentation materials
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- 50-word company profile on the official online event pages with a link to your website



LUNCH AND REFRESHMENTS SPONSOR - £1,000 +VAT (Talent day) 1 AVAILABLE

Package inclusions:

- Banners next to catering stations
- Logo on lunch and refreshments signage
- Branded cutlery and napkins (provided by yourself)
- Social media mentions across Twitter, LinkedIn and Facebook during event
- Stickers on lunch bags
- Flyer (A6) in the lunch bags



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DELEGATE LANYARD SPONSOR - £1,000 +VAT **1 AVAILABLE**

Package inclusions:

- Logo on event lanyard, used during the launch event and Talent Day
- Logo credit and branding on launch event presentation materials
- Social media marketing across Twitter, LinkedIn and Facebook pre-event
- 50-word company profile on the official online event pages with a link to your website

MAKE A CONTRIBUTION - £# +VAT

We have introduced this option for those of you who would like to be part of our Skills Festival at a cost which fits your budget.

- Your company logo will be placed on our website within the sponsors page
- Logo featured on the sponsor page within our brochure

By making a contribution to the festival, you will be supporting the growth of the sector and helping us to offer accessible career entry points for all people regardless of their backgrounds.

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OPTIONAL EXTRAS

- **Additional Exhibitor Pass - £50 +VAT (lunch included)**
 - **Digital Signage at launch event - £250 +VAT**
 - **Delegate bag insert/small item at launch event - £450 +VAT**
 - **E-SHOT (limited amount available) - £350 +VAT**
 - **Online advert - £450 +VAT**
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CONTACT US

If you would like to discuss a bespoke sponsorship opportunity or any of the packages outlined in this brochure, please contact Shivani on 0161 238 8642 or email shivani@manchesterdigital.com.



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