

# Marketing Opportunities 2018/19



## MANCHESTER VISITOR INFORMATION CENTRE

Located at 1 Piccadilly Gardens, the Manchester Visitor Information Centre is perfectly placed for visitors and users of the city. With over 120,000 walk in visitors a year and 20,000 passersby a day there is no better opportunity to promote attractions, events and offers.

### Internal and external screens

Our internal media wall and three external screens are a cost effective way of promoting your business or product.

### Choose from internal or external

<b>12 months</b>	<b>£1,200 + VAT</b>
<b>6 months</b>	<b>£650 + VAT</b>
<b>3 months</b>	<b>£375 + VAT</b>

### Includes both screens

<b>12 months</b>	<b>£2,100 + VAT</b>
<b>6 months</b>	<b>£1,000 + VAT</b>
<b>3 months</b>	<b>£650 + VAT</b>

## ACCOMMODATION BOOKING SERVICE (ABS) PROMOTIONAL CUBES

The Accommodation Booking Service (ABS) at Marketing Manchester looks after the accommodation requirements for approximately 50,000 conferences throughout the year, driving around 20,000 room night bookings into Manchester.

The promotional cubes are placed at significant intervals throughout the delegate booking process and provide a great platform to promote special offers directly to delegates attending conferences in the city.

It is an ideal promotional opportunity for restaurants, bars, retailers and attractions.

Promotional cube will include one image, text, url and contact number/ email as well as code for offer redemption.

### Accommodation Booking Service (ABS) Promotional cubes

**One promotional cube for 12 months £500 + VAT per partner**

(\*Choose from a cube on the Delegate Booking Page or Confirmation E-mail).

Limited availability of ten partners.

## DIGITAL OPPORTUNITIES



**2.5 million**  
website visitors



**in excess of 295,000**  
Twitter followers



**in excess of 91,000**  
Facebook fans



**in excess of 44,500**  
Instagram followers

### Silver

**£1,400 + VAT**

- 1 month feature on the 'Inspire Grid' on main landing pages
- 4 social media posts
- 2 month feature on the relevant section page  
e.g. Attractions, Restaurants

### Bronze

**£500 + VAT**

- 1 month feature on the relevant section page  
e.g. Attractions, Restaurants
- 2 social media posts

### Lead

**£250 + VAT**

- 1 blog post and / or enhanced event listing
- 1 social media post

### Competition Package

**£150 plus VAT**

On average 500 entrants, competition published on the website and associated social media push

### Monthly digital campaigns

Targeting the domestic market and primarily ABCI adults, these monthly digital campaigns run throughout the year and promote major events and festivals in the city such as the Great City Games, Manchester International Festival, Pride, Manchester Food & Drink Festival, Halloween in the City, Chinese New Year etc.

In addition to these events, digital activity will focus on citywide themes such as family friendly, food & drink and art & culture.

Month	Focus	Month	Focus
January 2019	New Year, New You Featuring Sales Food & Drink offers Wellness CNY	July 2018	LGBT Summer holidays
February 2019	Love in the City Half Term	August 2018	Autumn Festivals (Food & Drink, Literature Science)
March 2019	Easter	September 2018	Students Art & Culture
April 2018	Upcoming summer festivals	October 2018	Halloween in the City Half-term
May 2018	Food & Drink Half Term	November 2018	Christmas Switch On / Family friendly
June 2018	Food & Drink Summer holidays	December 2018	Christmas

### Monthly Digital Partner

**£600 + VAT**

Pick **1** from the months above and get:

- One feature on visitmanchester.com
- Inclusion in one blog
- Inclusion in one e-newsletter
- One social media post



# Booking Form

Marketing in Partnership

Name

Position

Company

Address

Postcode

Tel  Email

I would like to confirm the following additional activities:

Name of activity	Cost + VAT

Purchase Order Number

**I have read, understood and agreed to Marketing Manchester’s Membership terms and conditions.**

Signature  Date

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