

PARTNER PACKAGES

GREENER GREATER MANCHESTER

	BENEFIT	HEADLINE SPONSOR	PRESTIGE	PREMIUM	GENERAL
		£25,000	£10,000	£7,500	£3,000
HEADLINE SPONSOR	Headline sponsor recognised across all assets	✓	-	-	-
DIGITAL & SOCIAL	Campaign home page feature Featured on the main page of the campaign site with image, title and direct link to your own page. www.greenermanchester.com	✓	✓	-	-
	Campaign sub-page feature Featured on relevant sub-pages of the campaign site www.greenermanchester.com	✓	✓	✓	listing
	Social media posts Posts across all Greener Greater Manchester/MIDAS/GM LEP social media channels	Unlimited	10	6	3
	Weekly blog featuring industry information and profiling campaign partners	Unlimited	6	4	2
	Use of the Greener Greater Manchester logo Use of our logos on your website to promote your partnership with us	✓	✓	✓	✓
	Access to the Marketing Manchester image library via themdrive.com Access to our digital asset platform containing up to imagery, key stats, videos and documents	✓	✓	✓	✓
CONTENT CREATION	Campaign Promotional Film, showcasing GM's Green Strengths as an Inward Investment location	included / usage	Included / usage	Potential	Usage
	Greener Greater Manchester Documentary: 15 minute film exploring how Greater Manchester will achieve carbon neutral targets by 2038. Featuring a range of campaign partners, innovations and talking heads. Distribution channels.	Included & usage	Inclusion & usage	Potential and usage	Usage
	Editorial: Creation of bespoke new stories/short video pieces	✓	✓	Potential	✓
EVENTS	Launch event: Webinar	Speaker opportunity	Speaker opportunity	-	-
	Invitation to Progress 21, September 23rd 2021: A physical event at Manchester Central	✓	✓	✓	✓
	Developing activity for the Green Summit: Seminar as part of the Green Summit programme	✓	✓	✓	✓
	Green Marketing Steering Group	✓	✓	✓	✓
	Developing activity at Conservative Party Conference: fringe event	✓	✓	✓	✓
PRESS & PR	PR Activity: Schedule of editorial new stories to be placed in trade/National activity	Potential	Potential	Potential	-
	Media Partnership	-	-	-	-