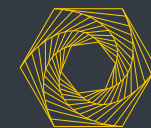


**Sponsorship
Programme 2018**

**MANCHESTER
ARCHITECTS**



**Manchester
Architects**
Manchester Society of Architects

The only sponsorship package that lets you **communicate directly with the largest group of architects outside of London.**

Manchester Architects engages in more activity than any other group outside of RIBA HQ.

We will deliver your message through lively social events, stimulating lectures and comprehensive promotion campaigns.

Manchester Architects has sought to champion and nurture the present and future architects of our city for over 150 years.

As the most active and vibrant branch of the Royal Institute of British Architects, our rich and diverse professional network represents a unique opportunity for sponsors looking to reach an engaged, passionate audience. We also have the most developed sponsorship and engagement programme outside of London.

In the following pages, we'll talk through some of those opportunities, as well as how your brand can access Manchester Architects by becoming one of our sponsors and participating in our esteemed event calendar, or working with our partners to develop compelling sponsored content.



What we offer

Marketing budgets have never had to work harder. And yet, so many companies feel they aren't quite getting enough bang for their buck.

Through astute segmentation of our broad audience of architects, and ensuring the content we serve them is tailored to their needs, we can offer sponsorship opportunities that deliver:

- Valuable and targeted sales leads
- Penetrative brand awareness
- Useful, informed and shareable content to a willing and active digital audience (>5000 social media followers / 23% mailer open-rate)
- Unparalleled working opportunities
- Purposeful brand advocacy

We provide a completely bespoke and individual package for your brand by analysing your place in the market and tailoring your sponsorship for maximum impact on our community of architects.



Events

Manchester Architects is committed to providing its members with the most comprehensive events series outside of the RIBA. We believe that by providing our members with extensive and informative programming, we are uniquely positioned to bind the community of architects in Manchester together. Through education, professional development and your sponsorship, you can be part of this forward-thinking society. You can directly access the hearts and minds of one of largest groups of architects in the UK.

The Manchester Architects Events Calendar

A carefully curated programme of social events, educational lectures and architectural celebrations. Each occasion brings with it a unique opportunity to deliver your message to a highly relevant target audience in a variety of settings. **All sponsors will be invited to initial MA sponsor evening where the year's programming will be explained in full, with particular reference to how each event can benefit your brand.**

2018

2019

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR					
MON							1										
TUE		1					2			1	Bank Holiday						
WED		2	MA Monthly Meeting		1	MA Monthly Meeting	3	MA Monthly Meeting		2	MA Monthly Meeting						
THU		3			2		4		1	3							
FRI		4		1	3		5		2	4		1					
SAT		5	2		4	1	6		3	5	2	2					
SUN	1	6	3	1	5	2	7	4	2	6	3	3					
MON	2	7	Bank Holiday	4	6	3	8	5	3	7	4	4					
TUE	3	8		5	7	4	9	6	4	8	5	5					
WED	4	MA Monthly Meeting	9	6	MA Monthly Meeting	4	MA Monthly Meeting	8	5	MA Monthly Meeting	9	6	MA Monthly Meeting	6	MA Monthly Meeting		
THU	5		10	7		5		9	6		10	7		7			
FRI	6		11	8	Degree Show	6		10	7		11	8		8			
SAT	7		12	9		7		11	8		12	9		9			
SUN	8		13	10		8		12	9		13	10		10			
MON	9		14	11		9		13	10		14	11		11			
TUE	10		15	12		10		14	11		15	12		12	MIPIM TBC		
WED	11		16	CPD Opportunity	13		11	CPD Opportunity	15		12	CPD Opportunity	16	13	CPD Opportunity	13	MIPIM TBC
THU	12		17		14		12		13		17		14		14	MIPIM TBC	
FRI	13		18		15		13		14		18		15		15	MIPIM TBC	
SAT	14		19		16		14		15		19		16		16		
SUN	15		20		17		15		16		20		17		17		
MON	16	Interpro Event	21		18		16		17		21		18		18		
TUE	17		22		19	Symposium	17		18		22		19		19		
WED	18	Lecture Series	23	RIBA NW Awards	20		18		19		23		20		20		
THU	19		24	Interpro Event TBC	21	MA Awards	19		20		24		21		21		
FRI	20		25		22		20		21		25		22		22		
SAT	21		26		23		21		22		26		23		23		
SUN	22		27		24		22		23		27		24		24		
MON	23		28	Bank Holiday	24		23		24		28		25		25		
TUE	24		29		26		24		25		29		26		26		
WED	25	MA Social Event	30		27		25	MA Social Event	29		26	MA Social Event	30	MA Social Event	27	MA Social Event	
THU	26		31		28	Lecture Series	26		27		28		29	Lecture Series	27		
FRI	27				29		27		28				29		29		
SAT	28				30		28		29				30		30		
SUN	29						29		30						31		
MON	30																
TUE																	

Please be advised that these dates may be subject to change

Lecture series

Architects thrive on knowledge and inspiration, which is why our lecture series represents such a valuable place to speak to them about their passion and profession.

With our first lecture of 2018 being attended by 150 architects, the potential for engaging a receptive and enthusiastic audience is an unmissable opportunity. Every event can be tailored to your needs to ensure guests leave entertained, enlightened and engaged by your brand.

We're planning on running another 4 lectures this year, with potential speakers that include:

SixTwo Architects

Cartwright Pickard Architects

Hawkins Brown Architects

OMI Architects

Mary Duggan Architects

CPD series

We believe continuous professional development (CPD) represents an incredible opportunity for architects to evolve their knowledge, while providing manufacturers a chance to connect directly with audiences in a meaningful way.

That's why each month we run memorable CPD sessions in a comfortable, out of office environment. With attendance rates of up to 40 architects per session and extensive opportunities for effective follow up, our CPD offering is a unique and progressive way to speak to future customers.

The 2018 programme is currently in development.



Manchester Architects Awards

We take great pride in celebrating the practices and achievements of every shape and size across a broad range of architectural categories. The Manchester Architects Awards offer unprecedented access to decision makers and directors; the 2017 event saw 480 professional architects, including the president of the RIBA, buy tickets to the event.

The Manchester Architect Awards is an unrivalled opportunity for manufacturers to position themselves at the forefront of architectural excellence. Sponsors are given the opportunity to name an award with their brand, present the prize and immediately gain the attention of a highly relevant audience.

Our sponsors will also be given two seats at the awards and first refusal on the rest of a table.

Symposium

We established our first symposium, named "Future Manchester Symposium", in 2017. Over 250 people observed the presentations and debates around the direction of Manchester's development in transport, living, work and culture.

For 2018, our focus is extending beyond the boundaries of Manchester to discuss the importance of surrounding regions. The Symposium is to be called "A Greater Manchester Symposium", and will aim to discuss how the current boom within the city is being affected by the developments in Salford and the surrounding towns.

This is an opportunity for sponsors to champion the future of Manchester and gain recognition from the brightest architects within the industry.

Manchester Architects Dinner

The Manchester Architects Annual Dinner is one of the biggest architect society dinners in the UK, and it has proved to be one of the highlights of our social calendar. This prestigious evening allows our professional network to reflect on the year gone by, whilst looking ahead to the projects of tomorrow.

This special event gives our sponsors exclusive access to hundreds of architects in a relaxed, yet professional environment.

The popularity of the Manchester Architects Annual Dinner has enjoyed exponential growth over the last few years, with the event often selling out months in advance; last year's event saw 415 attendees arrive at the Principal Hotel in central Manchester. We look forward to hosting this year's event where an even bigger audience is expected.



Promotion services

Online content marketing is an opportunity that no brand can ignore. Manchester Architects offer manufacturers a platform that truly amplifies your message.

Manchester Architect's sponsors enjoy the benefit of a lively social content marketing network. With a social media following that comprises of over 5000 active profiles and a mailing list that enjoys an open rate of 23% (industry average 21%), we have the ability to launch your brand deep into a highly segmented and willing digital audience.

All Manchester Architects communication will be printed and disseminated with our sponsors branding attached.

Note: We are in the process of rolling out a strategy to ensure all of our communications will benefit from GDPR compliance, which will ultimately help us engage with our audience in a much more relevant and focused way

Students

Manchester Architects is in a unique position when it comes to engaging with the (traditionally hard to reach) younger architects and students of our profession.

We believe this often undervalued audience are the long-term customers of tomorrow, which is why ensuring your brand is "top of mind, tip of tongue" at this stage in their career is essential.

Your package

What your package includes:

- Your logo on all **PR and print materials**
- Your logo on **emails** to all members promoting event
- Your logo on **website** with scope for limited content
- Your logo and selected marketing material at **awards, symposium and dinner events** on large media screens. Space for a pull-up and marketing material
- **Awards and dinner hosting by council members.** The chance to connect and network
- **Sponsored award** presented by your company
- Your logo and an A5 display ad in the souvenir **MA Awards** booklet given out on the night to every attendee
- Your logo and an A5 display ad in the **souvenir menu** given out on the night to every attendee at the MA Awards and the MA Dinner events

To ensure you get the most out of your sponsorship money, we urge you to sign up before the end of March 2018. Any company signing up after this date will not receive a full year of benefits.

There are limited places left on our sponsorship roster, so you must act quickly to secure your place with Manchester Architects.

Whilst we advise the best value being the annual package, dinner & award only packages are available on request.

Contact pi@agency-spring.com for details.

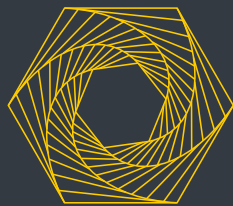
For further information, please contact:

Paul Iddon

MA Vice President

pi@agency-spring.com

07977 283038



**Manchester
Architects**

Manchester Society of Architects

www.the-msa.co.uk



@the_msa

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