

THE MANCHESTER FLOWER FESTIVAL

FRIDAY 24TH – MONDAY 27TH MAY 2024
MANCHESTER CITY CENTRE

Brought to you by



MANCHESTER
CITY CENTRE
BUSINESS
IMPROVEMENT
DISTRICT



THE FESTIVAL

The Manchester Flower Festival is one of the city's annual, flagship events. Taking place across the late May Bank Holiday weekend, the festival of flowers transforms the city centre with themed decorations and green installations alongside live music, entertainment, alfresco food and drink, talks, demonstrations, processions and workshops.

Now in its seventh year, The Manchester Flower Festival attracts hundreds of thousands of additional visitors to the city centre and launches the summer event season in the city.

The event is a showcase for Manchester's top gardening and floristry talents, charities and green projects in the city as well as offering a platform for local gardening groups, young gardeners and amateurs. Alongside the main festival zone, city neighbourhoods, businesses, shops, restaurants and cultural venues join the celebrations with floral decorations and green installations - making it one of the most unique flower and garden events in the UK (and the most Instagrammable!)

The event is supported by a multi-channel marketing and PR campaign, including high impact outdoor media, online digital advertising, dedicated event portal on the city's tourism website - [VisitManchester.com](https://www.visitmanchester.com), social media coverage and local, regional and national press.





2023 HEADLINE STATS

FOOTFALL

- 100,000 additional visitors to the city centre v the 2022 Flower Festival
- Footfall +24% v 2022 Flower Festival
- Footfall +44% v same weekend in May 2022
- Footfall on Sunday 28th May doubled v Sunday of the 2022 Flower Festival

DIGITAL STATS

- +115,000 views on www.mcrflowerfest.com
- +1.2 million paid digital impressions across Facebook, Instagram and Google
- +540,000 organic social media reach

PRESS

- The Manchester Flower Festival was featured in 121 pieces of press coverage, including; BBC North West Tonight, Yorkshire Evening Post, BBC Radio Manchester, Manchester Evening News, Manchester's Finest, The Manc, Cheshire Life, Business Desk and Place North West, with an AVE (Advertising Value Equivalent) of £502,000.
- [CLICK HERE TO VIEW PRESS COVERAGE.](#)

ECONOMIC IMPACT

- The 2023 festival brought an additional £4.6 million into the city v 2022 event
[Based on 100k additional visitors]





VIMTO

VIMTO

VIMTO
Sparkling

L'OCCITANE

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DE FRANCE

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2023 CONTRIBUTORS AND SPONSORS

- National Trust
- RHS
- Selfridges
- Harvey Nichols
- Grey Goose
- M&S
- Vimto
- Lexus
- Mercedes
- Lush
- Kuoni
- FROG Flowers
- Flowers from the Farm
- Ardwick Climate Action
- The Bridgewater Hall
- Spinningfields
- The Cloud Gardener
- Science and Industry Museum
- Royal Exchange
- In Our Nature
- Blossom MCR
- Lancashire Wildlife Trust
- CBRE
- Plant NOMA
- Treehouse Hotel
- Sow the City
- Orbit Developments

AND MANY MORE





2024 PROGRAMME AND LOCATIONS

FESTIVAL ZONE

St Ann's Square, Exchange Square,
Market Street, King Street,
New Cathedral Street

- "Manchester Icons in Flowers" The Manchester Flower Festival Floral Display and Garden Trail
- The Manchester Flower Festival Floral Marquee
- Green installations, floral displays and show gardens from top brands, gardeners, charities, community groups and floristry talent
- Floral street art
- Floral-themed installations from city centre shops, bars, restaurants and businesses
- Al fresco dining, street food and outdoor bars
- The Manchester Flower Festival Cocktail Trail
- Live music and entertainment
- Talks, demonstrations and workshops
- Flower, art and craft market
- Family Play Zone and Sensory Gardens
- The Manchester Bee Procession
- Street performers

FESTIVAL FRINGE

Across the city centre

- Floral displays from city businesses, hotels, neighbourhoods and cultural venues
- New garden projects unveiled across the city
- Explore Manchester's green spaces with a specially commissioned trail and map
- Workshops, events, experiences and exhibitions
- Citywide street art, dressing and decor





Informational sign with text and a QR code.

2024 THEME

Each year the event takes on a theme to inspire contributing garden designers, florists, street artists, garden groups and anyone taking part.

The theme can be interpreted loosely or you may not wish to or be able to take on the theme but we find our visitors respond well to our annual themes that have included Flower Power, Queen's Jubilee and Manchester in Flowers.

This year's theme is "Icons" inspired by excellent work last year that brought Manchester icons such as Hilda Ogden, Tony Wilson and Emmeline Pankhurst as well iconic buildings such as The Town Hall and even Manchester's own icon – the Manchester Bee.

This year we open the category to interpretation, you could pick a Manchester icon, a music icon such as David Bowie or Madonna or an iconic figure from any creative industry. You could choose an icon that symbolises a city or place from across the world such as the Statue of Liberty or Angel of the North. It could be someone you hold personally as an icon in your company, personal life or who has had a big impression on you or it could be a celebration of an iconic flower or plant that inspires you and you think should be celebrated or perhaps you might want to focus on an iconic part of our gardening life such as the garden gnome or garden shed!





Paper Kisses

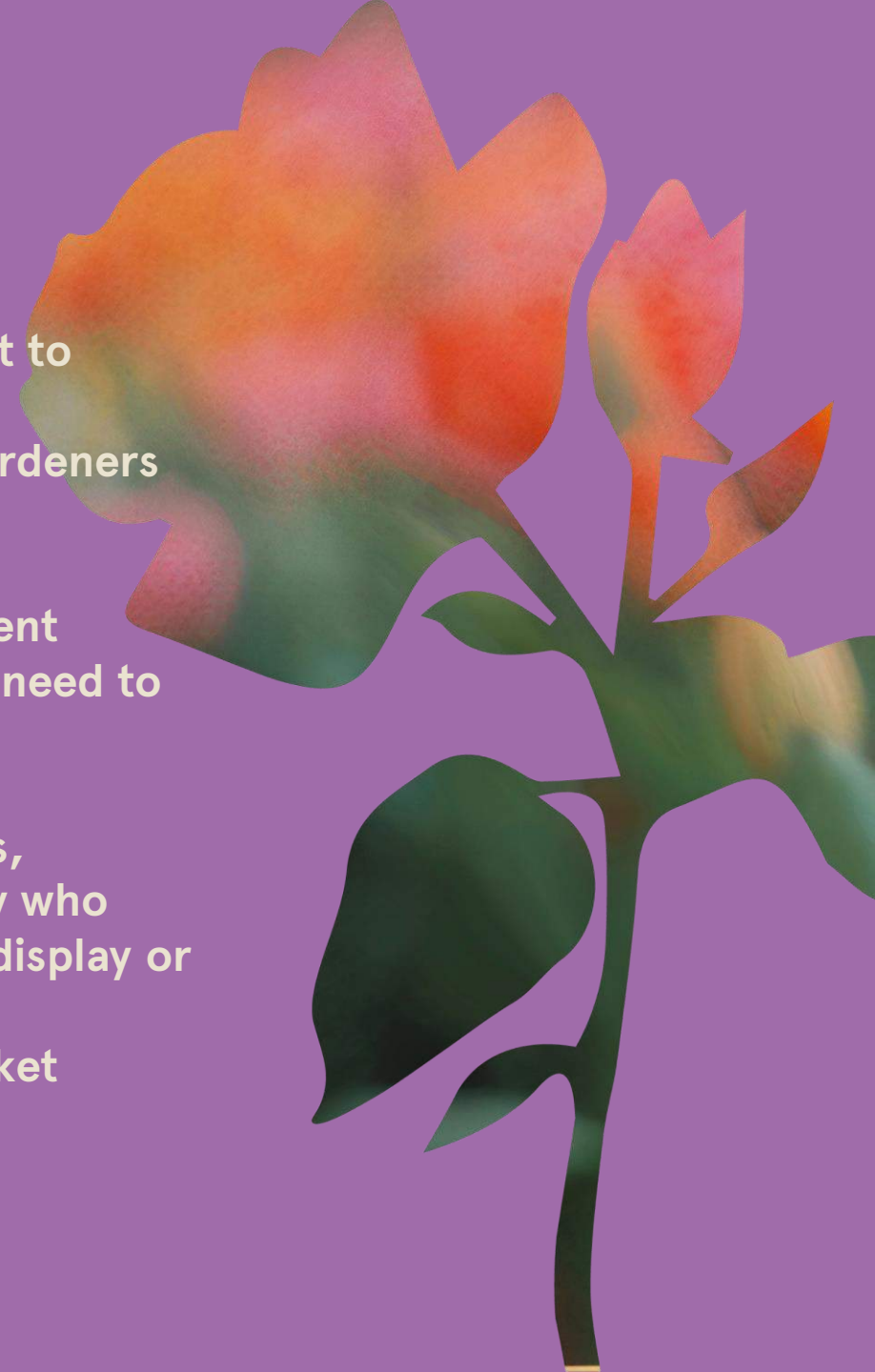
Paper Kisses

Henry Jones

Paper Kisses
PAPER KISSES

WHAT ARE WE LOOKING FOR?

- Florists who want to create floral displays at the event
- Professional garden designers and landscaping companies who want to create a garden in the city centre of Manchester
- Charities, community groups, garden groups, amateur individual gardeners
- Street artists who want to create floral art in the public realm
- Brands who want to sponsor the event
- Brands who want to take advantage of commercial spaces at the event
- Companies who want to create a garden or display at the event but need to be teamed up with a gardener or florist
- Companies who want to sponsor a community garden
- Manchester property managers, developers, businesses, collectives, individual business, cultural venues, bars and restaurants in the city who want to highlight their business or public realm by creating a floral display or green takeover
- Stall holders for our flower, plant, food & drink and art & craft market



10001 MANCHESTER IN 1981 STREET

MCR FLOWER FESTIVAL 2023



PETER ROGER 200
Peter Roger 200 was the
Mayor of Greater Manchester
from 2016 to 2022. He was one
of a number of 400
people who were instrumental
in the creation of the
MCR Flower Festival in 1981.



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HOW TO GET INVOLVED

1. EVENT SPONSORSHIP
2. BRAND ACTIVATIONS IN THE FESTIVAL ZONE
3. CREATE A SHOW GARDEN, MINI GARDEN OR FLORAL DISPLAY IN THE FESTIVAL ZONE
4. SPONSOR A COMMUNITY GARDEN
5. CREATE A "FRINGE" FLORAL DISPLAY OR GARDEN OUTSIDE OF THE FESTIVAL ZONE
6. PUT ON AN EVENT, WORKSHOP OR EXPERIENCE
7. FOOD AND BEVERAGE OPPORTUNITIES FOR MANCHESTER BUSINESSES
8. MANCHESTER FLOWER FESTIVAL STALL OPPORTUNITIES





THE MANCHESTER
FLOWER
FESTIVAL



26-29
MAY
2023
MANCHESTER
CITY CENTRE

Manchester Flower Festival
Manchester City Centre
Manchester Flower Festival

1. EVENT SPONSORSHIP

ARE YOU...?

A brand who wants to align yourself with the festival in a big way, take advantage of our major outdoor media and PR campaign and support our community gardens project in a big way then sponsorship is for you.

HEADLINE SPONSORSHIP

EVENT DAY BENEFITS

Experiential Space

6m x 4m experiential space for the 4 days of the festival on Manchester's highest footfall shopping streets.

Print

- Logo and experiential listing on 4 large event information props placed across the 4 main retail streets.
- Logo on event day dressing and signage
- Sponsor owned outdoor advertising assets to be included in agreed areas (i.e. flags, boards etc)

MARKETING BENEFITS

Logo featured on high value commercial campaign:

- Large scale digital advertising screens on major transport routes
- City centre digital totem screens
- Metrolink Network advertising

PR

- Sponsor credit in all press releases (£502,000 AVE - 2023)

Printed Flyer

Logo inclusion on 10,000 event flyers

B2B

- Sponsor mention on CityCo and Manchester BID B2B channels

Online

- Sponsor mention and website link on Visit Manchester website
- Experiential event listing on Visit Manchester website
- Promotion through dedicated social media campaign on Facebook, X, Instagram
- Opportunity to run a competition via our social media channels



**FESTIVAL
ZONE**



BRAVISSIMO

BRAVISSIMO

LEGO DANCE

THE VAN
GROW YOUR OWN

QR CODE

CAYTHOLD FARMERS
BEST UNCLE TOM'S POTATOES

ALL-ELECTRIC
YO
TOWARDS YOUR FUTURE

2. BRAND ACTIVATIONS

ARE YOU...?

- A brand who wants to have commercial space at the event to speak to our thousands of attendees on the city's busiest streets – then a brand activation is for you.

ON-STREET EXPERIENTIAL + MARKETING PACKAGE

EVENT DAY BENEFITS

- 6m x 4m experiential space for the 4 days of the festival on one of Manchester's highest footfall shopping streets (other size options available)

MARKETING BENEFITS

- Event listing on Visit Manchester Flower Festival website
- Instagram grid, Instagram stories and X post on our socials

NEXT STEP

- Contact us to begin a discussion
- Deadline for Sponsorship 18th March
- Deadline for Brand Activation 8th April



FESTIVAL
ZONE



HARVEY NICHOLS

Advertisement sign on the left side of the entrance, featuring a colorful graphic and text.

Advertisement sign in the window on the right, featuring a blue background and a shopping bag graphic.

3. CREATE A DISPLAY IN THE FESTIVAL ZONE

ARE YOU...?

- A garden designer, florist, landscaping company, amateur or a community group who want to create something spectacular at the event
- A street artist
- A local business who want to create a floral display or green takeover at the event
- A business in the festival zone who wants to create a display on your own building

CREATE A FLORAL OR GARDEN DISPLAY IN THE FESTIVAL ZONE

Create a show garden that shows off exactly what you, your company or group can do as well as your message or brand. Gardens are typically 6m x 4m or create 1.5m x 1.5m display in our new mini garden category, which is perfect for the individual entry. Floral or green displays can vary in size and may want to use something as a basis e.g. a phone box, steps or statue in the city, wheelbarrow or archway. Florists can make a spectacle of cut or dry flowers in the protection of our floral marquee.

CREATE A FLORAL DISPLAY USING YOUR BUILDING

Transform your building, outdoor furniture or windowsills into a green oasis. We can connect you with florists who will be able to deliver and come up with some creative ideas.

NEXT
STEP

- Contact us to begin a discussion
- Once your design and plans are complete we'll send you a link to an entry form
- Complete your entry form by 15th April

FESTIVAL
ZONE





S. SUFFRAGETTE CITY
The Suffragettes were a group of women who fought for the right to vote in the United Kingdom. They were known for their militant actions and their use of the color purple. The Suffragettes were a key part of the women's suffrage movement.

Barbour

can

WE ARE
MANCHESTER URBAN DIGGERS
We make places for people to grow food
Teamed up with PATAÇONIA &
CLIMATE HIVE to say...
WHAT YOU CAN WHERE YOU CAN
visit
manu.org to see how

4. SPONSOR A COMMUNITY GARDEN

ARE YOU...?

- A company who wants to support the event in a meaningful way and have a legacy after the event ends
- A company with Corporate Social Responsibility targets

MAKE A DONATION TO OUR COMMUNITY GARDEN FUND

We're really proud that we showcase amazing Mancunian community garden groups and charities at the Manchester Flower Festival every year. Some we are able to financially support and some have been able to fund themselves but as times get tougher it is more and more challenging for community groups to fund garden displays with staff time, equipment and plants.

For the first time we're setting up a community garden fund to help more community garden groups attend the event and have the opportunity to create a display at a recognised "flower show" event. Your sponsorship of this fund will mean we can bring more groups to the event and fund existing groups to create bigger and more impactful displays. It gives creative opportunities to these groups, experience of creating "show" displays, directly fund the work these groups do and for all of the displays these groups create for the event will have a legacy and live on after the event and the skills the groups learn whilst creating the gardens also live on in the community.

Groups include Blossom MCR, Ardwick Climate Action, Manchester Urban Diggers, Groundwork

- Make a donation (ranging from £500)
- Be a named sponsor of a garden (from £2500)
- Volunteer your company time and help the community with building the garden before the event or during the event build and maintaining it at the live days

**NEXT
STEP**

- Contact Gary Williams (gary.williams@cityco.com) to begin a discussion



**FESTIVAL
ZONE**

Sedum

Printworks Green
Roof

This small plant of Sedum is a ground cover plant that is very hardy and is very low maintenance. It is a very good choice for a green roof.

Sedum is a very hardy plant that is very low maintenance. It is a very good choice for a green roof. It is a very good choice for a green roof.

Sedum is a very hardy plant that is very low maintenance. It is a very good choice for a green roof. It is a very good choice for a green roof.



Printworks Green Roof





5. BE PART OF THE FRINGE

ARE YOU...?

- A company outside of the Festival Zone who wants to create a display in your own neighbourhood or in or on your own building?

CREATE A FLORAL DISPLAY OR GARDEN

We invite you to become part of a community dressing our city with flowers.

If you have the capacity, then we encourage you to get involved in creating something special that will attract visitors to your part of town. A wonderful floral display, a weekend of events, a workshop, a film screening, a talk.

It is free to enter and don't worry there won't be judges coming around with clipboards, it's all about being part of something in the city and making a display for visitor.

We can help team businesses up with florists and gardeners

NEXT STEP

- Contact us to begin a discussion
- Once your design and plans are complete we'll send you a link to an entry form
- [Complete your entry form by 15th April](#)



FESTIVAL
FRINGE

A close-up view of a modern glass building facade. The glass panels are held together by a metal grid structure. The glass reflects the surrounding environment, including trees with autumn-colored leaves and a large, white, dome-shaped structure. The text "The Bridgewater Hall" is overlaid in white, sans-serif font across the center of the image.

The Bridgewater Hall



PASSAGE OF THE POLLINATORS

The UK is bottom of the table when it comes to nature depletion when compared with the rest of the G7. It's time we found a new pathway.

Created in collaboration with local artist Tim Denton for the Manchester Flower Festival, Passage of the Pollinators is a living bench in the centre of Salford's Yard that celebrates a sense of nature taking back part of the city for the benefit of its residents, both human and non-human alike.

Visit noma-manchester.com/plan
to find sites to be visited.

Follow us
[@visit_noma](https://twitter.com/visit_noma)

NOMA



6. EVENTS, WORKSHOPS AND EXPERIENCES

ARE YOU...?

- A shop, cultural venue, bar, restaurant who wants to put on an event to support the festival and bring visitors into your business?
- A venue who has an existing experience or activity that is happening during the flower festival that they want to highlight?

ORGANISE A FLORAL THEMED EVENT

If you want to be part of the Festival but don't think floral installations are for you, you could put on an event that will help the festival to grow in size whilst you will benefit from the exposure that the event brings. Wide range of businesses took part in previous years and organised workshops, talks or other floral themed events.

The only requirement for the event is that it has to be themed around flowers, plants, nature or sustainability.

NEXT STEP

- Contact us to begin a discussion
- Once your plans are complete we'll send you a link to an entry form
- [Complete your entry form by 15th April](#)



FESTIVAL
ZONE
+
FRINGE



28-29
MAY
2023

EST. 1997

PICARDIE

GENÈVE



GOOSE

ESSENCES

NICHOLS

ESTER



GREY GOOSE

VODKA

7. FOOD & BEVERAGE OPPORTUNITIES

ARE YOU...?

- A bar, restaurant, coffee shop, street food trader who wants to present their menu to the festival audience

HOST A FOOD POP UP STALL OR AN OUTDOOR BAR

Bring your summer offer to the city centre and capitalise on the high footfall that the event brings. You can take over a stall or a larger space and create the ultimate summer dining experience for the festival visitors.

BE PART OF THE COCKTAIL TRAIL

Do you want to bring visitors directly to your bar or restaurant, then create a unique summer floral cocktail that will be included on the cocktail trail which each year moves loads of punters around the bars in the city centre.

NEXT STEP

- Contact us to begin a discussion
- Once your plans are complete we'll send you a link to an entry form
- Complete your entry form by 15th April



FESTIVAL
ZONE
+
FRINGE



8. STALLS IN THE FESTIVAL ZONE

ARE YOU...?

- A florist, plant shop, independent business or a trader who wants to sell your products and reach wider audiences at a prime city centre location
- A charity, non-profit organisation, gardening business who wants to showcase your products and promote your work

BE PART OF THE MANCHESTER FLOWER FESTIVAL MARKET

The main marketplace will be on St Ann's Square with other opportunities for stalls and pop-up stalls across the festival zone.

As part of the Manchester Flower Festival marketplace, you will largely benefit from the increased footfall and media coverage that the event brings.

NEXT STEP

- Contact us to express interest (send us details of your company, how you want to be involved, what you sell) and discuss pitch fees and available spaces with us
- Once the plans are finalised, we'll send you a link to a booking form
- Complete your booking form by 27th March



FESTIVAL
ZONE



TELEPHONE

RAMSDENS PAINTERIES

R P H E

GILL



WHY BE PART OF THE FESTIVAL?

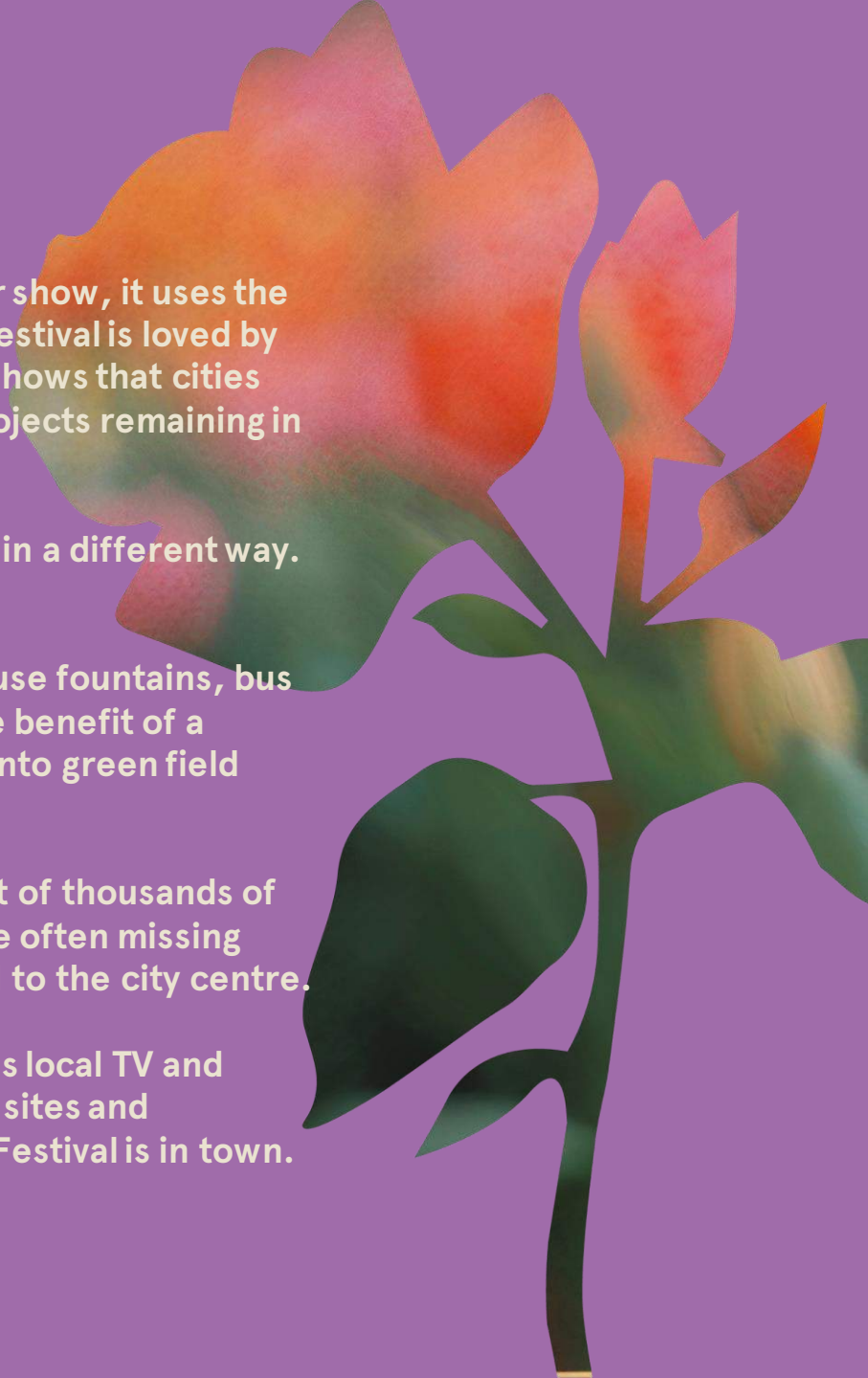
The Manchester Flower Festival is an urban remix of the traditional flower festival or flower show, it uses the city's streets as its canvas and presents a unique challenge to gardeners and florists. The festival is loved by local residents, workers and visitors, creates amazing PR for the city and participants and shows that cities can be greener and more sustainable. The event has a great legacy every year with many projects remaining in the city or finding their way to local community gardens or projects.

You are part of contributing to an event that is growing and making people see Manchester in a different way. It interrupts the city with flowers and greening projects every year.

Unlike traditional flower shows our event is on the hard standing pavement of the city, we use fountains, bus stops, telephone boxes and statues as our backdrop and base for displays. This also has the benefit of a shorter set up and derig time of days rather than the weeks of back breaking work digging into green field sites at other events.

Our participants find that this is an opportunity to get their work, brand or product in front of thousands of event attendees and the general public in Manchester City Centre and meet clients they are often missing especially city centre, urban, young professionals and homeowners in suburban areas local to the city centre.

The event is a great shop window and is supported by a dedicated PR campaign that reaches local TV and national newspapers as well as a marketing campaign that runs on banners, Metrolink tram sites and advertising screens across the city. The whole city is buzzing when the Manchester Flower Festival is in town. Be part of it.





MARKETING 2024

DIGITAL

- Dedicated event portal on Manchester's tourism website, [VisitManchester.com](https://www.visitmanchester.com)
- Paid digital advertising campaign across; Google, Facebook and Instagram
- Organic social media campaign across; Facebook, Instagram, Twitter and TikTok

OUTDOOR MEDIA

- Digital screen advertising across city centre locations
- Digital screen advertising across main transport routes into the city
- Metrolink network advertising across Greater Manchester

PRINT

- 10,000 Manchester Flower Festival flyers, including event listings and festival map

PR

- Local, regional and national PR campaign
- £502,000 of press coverage in 2023

MEDIA PARTNERSHIPS

- Partnerships and coverage from local media, including; The Manc, Manchester Evening News, I Love Manchester, Manchester's Finest and more.





OXFORD

NEXT

SELFRIDGES

NEXT STEPS

Please reply to the email below with your inquiry.
We can't wait to hear from you.

events@cityco.com

THE MANCHESTER FLOWER FESTIVAL

FRIDAY 24TH – MONDAY 27TH MAY 2024
MANCHESTER CITY CENTRE



MANCHESTER
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