



HALLOWEEN IN THE CITY

HALLOWEENMCR.COM
🐦 📺 📷 HALLOWEENMCR



BRAND OPPORTUNITIES



THE EVENT

Manchester launched its first city-wide Halloween celebration in 2016, which resulted in 230,000 people, flocking to Manchester City Centre (a 20% increase on the previous year's Halloween). Sponsored in 2016 by Party Delights, the event attracted both national and regional publicity, securing **£830,000** of PR.

As a result of the interest in this event, we are doubling our budget this year to supersize the event! This year's event is currently being developed and is aiming to incorporate the following:

- 1) Five key themes for families and friends to participate in for maximum visual impact: Ghosts and Skeletons, Monsters, Witches and Wizards, The Mummy, Vampires and Werewolves
- 2) Mad Science and Monster activity (Frankenstein's science lab)
- 3) Witches and Wizard activity (potentially a magic bootcamp)
- 4) Mummy activity (potentially a mirror maze)
- 5) Trick or treat activity zone and trail
- 6) Haunted mansion on Market Street
- 7) Window dressing competition for retailers based on the key themes
- 8) Pumpkin lanterns throughout the city
- 9) Gothic green lighting scheme for buildings across the city

THEMES

Our current themes are highly topical and have been devised to build on the immense appeal of existing series and new film releases for 2017.

These themes are currently visible in:

Scare Street (CBBC)

Wolfblood (CBBC)

Monster High

Hotel Transylvania

Despicable Me

There will also be a new release in 2017:

Monster Universe (a new release that will reintroduce The Mummy, The Wolfman, Dr Jekyll and Mr Hyde, Dracula and Frankenstein as action/horror movie characters for a family audience.)





THEMES

Families will be asked to pick a team before coming to the event and encouraged to dress up.

Ghosts and Skeletons #TeamMorbid

Frankenstein – Mad scientists and Monsters #TeamMonster

The Mummy – Mummy and Explorers #TeamMummy

Witch - Witch and Wizards - #TeamMagic

Dracula/The Wolfman - Vampire and Werewolves #TeamTwilight

The costumes will be photographed at a branded stage in Manchester Arndale where families can get on the stage and speak to judges or have a 360 experience family video taken behind the stage. These videos and the stage will have the capacity to be sponsor branded.

Videos will be posted on social media, whilst traditional photos will be shared on Manchester Evening News, with the best of each category getting a prize or award and the best overall costume winning a prize.



THE GALLERY



THE GALLERY



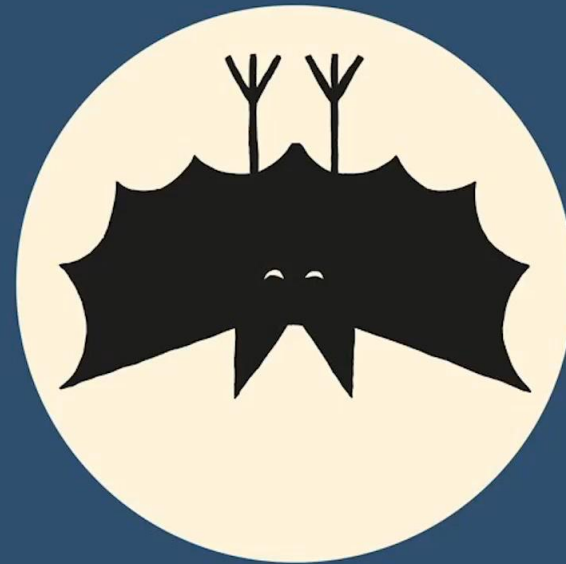
VIDEO FOOTAGE



**HALLOWEEN
IN MANCHESTER**

HALLOWEENMCR.COM

   [HALLOWEENMCR](#)



MARKETING CAMPAIGN VALUE £130,000



HALLOWEEN IN THE CITY

21-31 OCT

HALLOWEENMCR.COM
f @ HALLOWEENMCR

Metrolink No tricks, just treats. Free Halloween goodie bags* for Metrolink customers on Saturday 29 October. Simply present a valid ticket or pass to the Party Delights team along Market Street. *While stocks last.



MARKETING SCHEDULE IN 2016



Digital Sites

Digital Tower (Westbound)

Location: Mancunian Way

Digital Tower (Eastbound)

Location: Mancunian Way

Digital Bridge (Westbound)

Location: Mancunian Way

CityLive Digital Totem Screens

Locations:

- Market Street Central
- Market Street East
- Market Street West
- New Cathedral Street
- Piccadilly Gardens East
- Piccadilly Gardens West
- St Ann's Square
- St Ann's Street

Poster Sites

24 x Metrolink 6 Sheet Posters

Location: Across Greater Manchester Metrolink Network

48 Metrolink A1 Posters

Location: Across Greater Manchester Metrolink Network

250 Metrolink Coving Adverts

Location: Across Greater Manchester Metrolink Network

20 NCP A1 Posters

Location: Across city centre car parks

PRESS COVERAGE VALUE £700,000

waitrose.com | 27 October 2016 | Waitrose Weekend



Choice

Halloween In The City
FROM 19H:27
Meet ghosts, ghouls and a giant animatronic spider as Manchester gets a Halloween makeover. Runs to 31 Oct. City centre, Manchester. halloweenmcr.com

Waitrose Weekend | 27 October 2016 | waitrose.com

Brick Live
THUR 27-SUN 30
A big day out for Lego fans, with all the latest sets, spectacular models and three million bricks to play with. The NEC, Birmingham. bricklive.co.uk

Diwali In Leicester
THUR 27-SUN 30
Join one of the biggest Diwali celebrations outside India, with music, illuminations, a Ferris wheel and a firework display on Sunday. City centre and other venues, Leicester. visitleicester.info

Ghostly Gaslit Halloween
SAT 29
Characters from the 1980s movie hit *Ghostbusters* will be roaming the streets, along with a replica of the Ghostbusters Cadillac (far left), Blists Hill Victorian Town, Ironbridge, Shropshire. ironbridge.org.uk

West Midlands Vegan Festival
SAT 29-SUN 30
Cookery demonstrations, live music and lots of ideas for a vegan lifestyle. Wolverhampton Civic Hall, North St, Wolverhampton. midlandsveganfestival.org.uk

perrières, New Bingley Hall, Hockley Circus, Birmingham. birminghambeerfestival.co.uk

EXPRESS

HOME NEWS SHOWBIZ & TV SPORT COMMENT FINANCE TRAVEL

ACTIVITY HIGHLIGHTS CRUISE SEARCH HIGHLIGHTS SPORT A CITY BREAKS TRAVEL NEWS

Home Travel Travel News Halloween 2016: Top 10 things to do for free this Halloween across Britain

Halloween 2016: Top 10 things to do for free this Halloween across Britain

WITH only a few days left until Halloween, here is a round-up of the spookiest free events across the country.

Halloween in the City, Manchester
Manchester's organisers will be busy in green and purple as the streets for the first night in the city.

Parties are invited to take part in events such as zombie walks and a hunt for Dr Dee's Secret Curiosity Shop.


SHARE | F | TWEET | G+ | P | B | E

STYLE etc.

MANCHESTER'S FASHION & LIFESTYLE ONLINE MAGAZINE

ATLETIC | OCTOBER 14, 2016

WHAT TO DO FOR HALLOWEEN IN MANCHESTER 2016



Manchester gets into the spirit of Halloween with ten days of frightening good fun, made to Manchester's Halloween for plenty of bits and treats as the city hosts the UK's spookiest selection of events and attractions.

From 21-31 October, Manchester's first ever **Halloween in the City**, coordinated by Manchester's Business Improvement District, the street of Manchester 101, and sponsored by Fenty Beauty, promises one hell of a Halloween with a frightful array of on-street entertainment and shopping events.

Market Street will undergo a terrifying transformation with imposing creature gates appearing overnight, accompanied by a spooky sound trail featuring wivies and wivichs. More than 4000 zombified lanterns will line the streets and a night ballad on Manchester some of the city's most iconic buildings will be lit up green to mark the coming of Halloween.

On Saturday 29 October, the shopping district will be full of spine-tingling free family-friendly Halloween activities including a giant animatronic spider which will stroll the streets, appearances by friendly ghosts and gaffer characters and an amazing one-of-a-kind adventure with Wolf Runners' Dr Dee's Secret Curiosity Shop - an intriguing and mysterious establishment that can only be accessed after families have solved the city to solve the code to gain entry.

Theatres, cinemas, museums, breweries, bars and venues across the city are also looking up plans to mark the pairing of Halloween including culture parades, ghost tours and horror films, with live theatrical scores. For full listings information visit www.halloweenmcr.com

16 WEEK FROM OCTOBER 1, 2016

CITYLIFE/THE BEST OF MANCHESTER

THE BEST SCARES IN TOWN

MANCHESTER WILL BE GETTING ALL SPOOKED UP THIS HALLOWEEN, WITH CITY-WIDE CELEBRATIONS PLANNED



POICISLE - THE NEXT GENERATION AT THE WHIT WORTH
EXPERIENCE THE NEXT SCREAMING GENERATION AT THE WHIT WORTH

MANCHESTER CAMERA
THE CITY'S LARGEST PHOTOGRAPHY SHOW

BY DENISE EVANS
The city's Halloween events are packed in about the same time frame as the city's Christmas events, which is a bit of a coincidence. The city's Halloween events are packed in about the same time frame as the city's Christmas events, which is a bit of a coincidence.

facebook.com/ManchesterEvents

FROM OCTOBER 2, 2016

CITYLIFE/THE BEST OF MANCHESTER

10 HORRIBLY GOOD IDEAS FOR HALF-TERM TRIPS

ALLIANCE OF MANCHESTER BUSINESSES TO PROMOTE THE CITY AS A GREAT PLACE TO VISIT

ROYAL AIR FORCE

Best of British Entertainment

Medical entertainment performed by the Royal Air Force's first mission. The programme includes *Dunkirk*, *March*, *Dear Gallop*, *Chorale of the Ring*, *We Swallow*, *Q3 Separation*, *Q4 Partners*, *Q5 Resonance*, *Q6 Concert* and the *RW March Post*.

Friday 18 November

The Bridgewater Hall

Manchester
0161 907 9000
bridgewater-hall.co.uk

The Bands of the Royal Air Force

Manchester events

Manchester events

Edited by LISA MINOT

travel

10 Halloween treats

2. CITY SPOOKS

MANCHESTER is holding its first Halloween in the City with buildings including the Town Hall, Selfridges and National Football Museum given a green light.

More than 4,000 pumpkin lanterns will decorate the city's streets until October 31.

Cameras have already appeared on Market Street, together with spooky-sounding wivies.

Local bars and restaurants will be cooking up Halloween treats and, throughout the week, there will be parades, ghost tours, face painting and horror films.

Families can also follow a haunted trail to try to crack the code for Dr Dee's Secret Curiosity Shop. For details, see halloweenmcr.com.



07. TEN THINGS WORTH GETTING ON A PLANE FOR

STINGS AND VESTS
These are the lightest and most comfortable jackets you can get on a plane. They are made of a lightweight material and are perfect for travel.

CRUISE CONTROL
Cruise control is a feature that allows you to set a specific speed for your car. It is a great safety feature and can help you save fuel.

SAVED CRUISEBOATS
Cruise boats are a great way to see the world. They offer a variety of amenities and are a great way to relax.

UPHOLSTERY LINK
Upholstery link is a type of fabric that is used in upholstery. It is a great material for furniture and is very durable.

BLONDE BOWBELL
Blonde bowbell is a type of hair accessory. It is a great way to add some style to your hair.

VINTAGE VOOGIE
Vintage voogie is a type of music. It is a great way to enjoy some classic music.

STRAIGHT GUITA GARDEN
Straight gutta garden is a type of garden. It is a great way to enjoy some fresh produce.

TASANTLA TINES
Tasantla tines is a type of food. It is a great way to enjoy some delicious food.

SPINE TINGLERS
Spine tinglers is a type of movie. It is a great way to enjoy some scary movies.

SNOW JOKE
Snow joke is a type of food. It is a great way to enjoy some delicious food.

SPONSORSHIP OPPORTUNITIES

Headline Sponsorship: £25,000

Take centre stage during one of the UK's biggest retail events and see your brand reach hundreds of thousands of people through a targeted media campaign.

Audience:

The event will target multiple customer bases including:

- 15-35 year olds who see Halloween as a key celebration and shopping event
- Cultural tourists
- ABCD families during the half term week.

Benefits:

- Branding on 360 degree family videos
- Branding on outdoor media
- Experiential area
- 4 x directional A-boards placed around event and surrounding areas
- 1 entry archway
- Opportunity to host a sponsor event
- Promotion to over 1000 businesses in the city through our membership network
- Branding on the Halloween website
- Mention in all press releases



EXPERIENTIAL OPPORTUNITIES

Reach hundreds of thousands of families, young singles and cultural tourists with a promotional or experiential slot. Rates £5000 - £8000 depending on duration and size.

Benefits

- Align your brand with a one of the UK's biggest retail events
- Align your brand with the biggest non-festive party night in the UK
- Association with a major event in Manchester that is part of a national calendar
- Promotion through our social media channels (over 20,000 followers)
- Promotion to over 1000 businesses in the city through our membership network
- Mention in all press releases



Book now for 2017:
Friday 27th-Tuesday 31st October

Fran Burgess
07496 605573
fran.burgess@cityco.com

