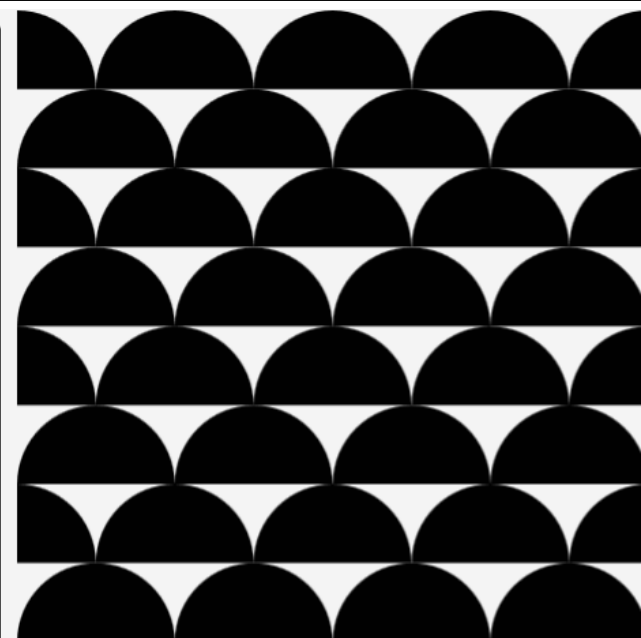
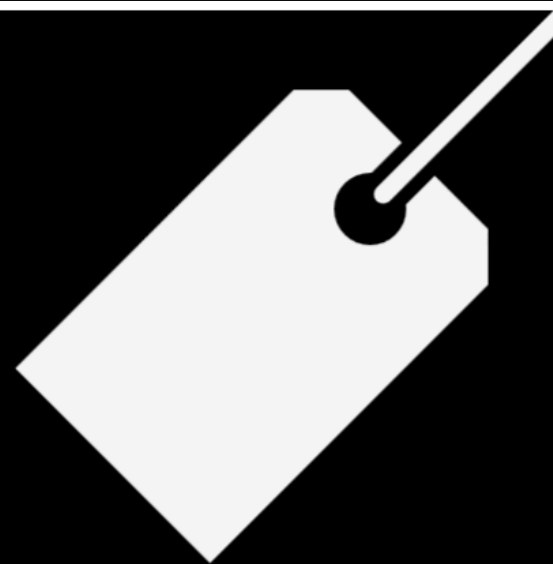


Manchester's
**KING STREET
FESTIVAL**



3rd - 4th June 2017

CELEBRATING THE PAST,
PRESENT AND FUTURE OF
KING STREET

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@KINGSTFESTIVAL #KINGSTFESTIVAL

The King Street Festival

3rd – 4th June 2017: King Street, Manchester City Centre

Manchester's second King Street Festival will be a fashionable weekend spread over Manchester's most iconic, historic shopping street. Year one saw a whopping 56,000 people at the Festival.

Featuring live music, goodie bags, free gifts, lawn games, a heritage trail, prosecco pop-ups, beauty bars and events and offers from over 50 of the biggest designer and upmarket high street brands in shopping and food and drink.

[Click here to watch the King Street Festival showreel.](#)



Brand Alignment

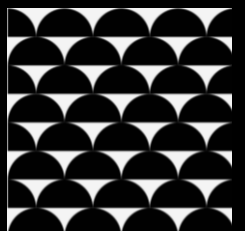
King Street is home to some of the UK's most loved premium shops and restaurants, attracting an AB1 audience. These include:

- The White Company
- Vivienne Westwood
- Belstaff
- Whistles
- Diverso
- Boodles
- Jack Wills
- Cath Kidston
- Hobbs
- Hermes
- Agent Provocateur
- Jaeger
- Barbour
- L'Occitane
- Kiels
- Jamie Oliver
- Rosso



Kiehl's

SINCE 1851



The Stats from 2016

56,000 people

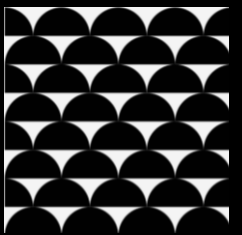
Over 50 stores
participating

78% people were
from Manchester
or the North West

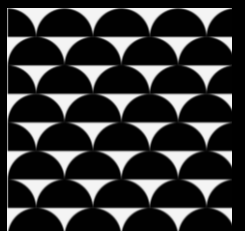
Over 4000
customers at
the pop-up bar

50% of retailers
provided a
unique offering

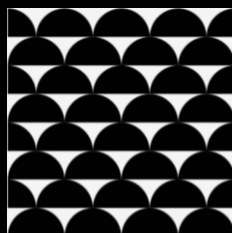
51% of attendees
were incentivised to
come to King Street
as a result of the
festival



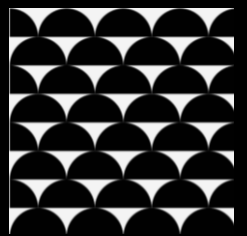
The Gallery



The Gallery



The Gallery



Opportunities to get involved

Headline Sponsorship: £15,000 + VAT

Pledge your commitment to the resurgence of one of the UK's best loved streets and see your brand reach hundreds of thousands of AB1s in person and through a targeted media campaign.

Benefits*

- 5 sponsor branded overhead banners lining King Street South
- Experiential area and/or bar area for alcohol brand.
- 4 x directional A-boards placed around event and surrounding areas
- 1 entry archway
- Opportunity for sponsor event
- Bandstand branding
- Promotion to over 1000 businesses in the city through our membership network
- Branding on the King Street Festival website
- Mention in all press releases

Experiential opportunities: £5000 + VAT

Reach hundreds of thousands of AB1s with a promotional or experiential slot and associated coverage (we have several 6 x 4 metre spots and may be able to accommodate a slightly larger promotion, depending on the brand).

Benefits

- Align your brand with a premium street and premium event
- Rare opportunity for brand placement during a unique festival
- Promotion through our social media channels (over 20,000 followers)
- Promotion to over 1000 businesses in the city through our membership network

*N.B. Production costs are to be covered by the brand



PRESS COVERAGE FROM 2016

Manchester Evening News: 13th May '16

The King Street Festival brings food, drink, shopping and games to the city centre this Bank Holiday weekend

10:45, 27 MAY 2016 | UPDATED 12:28, 27 MAY 2016 | BY LUCY LOVELL

More than 50 stores and restaurants are taking part including Cath Kidston, DKNY, El Gato Negro, Jamie's Italian, Jigsaw, Karen Millen, Kuoni, L'Occitane and Pretty Green and Rosso.

500 SHARES | COMMENTS

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The Young Pilgrims are set to play at the King Street Festival

The first King Street festival takes place in Manchester city centre this weekend with a mix of shopping offers and discounts, food and drink and family games.

OUR VIP EXPERIENCE
Book now! | [Book now!](#)

Over 18s only

Manchester Evening News: 27th May '16

May Bank Holiday 2016 food and drink events across Manchester

10:45, 27 MAY 2016 | BY LUCY LOVELL

We all love a good bank holiday, but thank heavens events will be the thing on the table

Recommended in Food & Drink

- Golden Bakery** looking for restaurant sites in Manchester
- Flight Club**, 2016 Manchester live events: you try to try the one you've tried for 2016
- Where should you go for a drink on bank holiday?**
- The best food and drink spots in Manchester**
- PSA: Manchester's best food and drink spots**
- Ten Manchester pizza restaurants we'd love to see**

King Street Festival

The blossoming food and drink hub King Street has revealed plans for the first full blown festival - and it sounds like a corker.

During the **King Street Festival** the entire city-centre street will be transformed into a bank holiday garden - filled with food, drink, music and games over the May Bank Holiday, 28 - 30 May.

Join us the weekend's bank holiday revellers can play lawn games such as croquet and badminton on the pop-up English garden, while food fans can enjoy free prosecco and canapés.

King Street, Manchester | [KingStreetFestival](#) | Saturday 27th-30th May, Sunday and Monday 28th-29th May

Read more: [Manchester's most exciting urban outdoor](#)

Manchester Evening News: 30th May '16

Five ways to make the most of your Bank Holiday Monday

10:54, 30 MAY 2016 | UPDATED 10:51, 30 MAY 2016 | BY LUCY LOVELL

See out your extended weekend with a bang with these brilliant events across Greater Manchester

26 SHARES | COMMENTS

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Young Pilgrims set to play at the King Street Festival

The second May bank holiday is nearly over, with just one day left to make the most of your three day weekend.

There's loads going on in Manchester, from festivals to pop-ups, theatre to gigs, and Monday is no exception.

We've picked out a few of the day's highlights and to make sure you make the most of the mini-holiday.

Here's our ultimate guide for the bank holiday reveller this May bank holiday Monday.

Any events we've missed out? Let us know at [@CityLifeManc](#).

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Over 18s only



PRESS COVERAGE FROM 2016

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The King Street Festival

Take a trip to Manchester's iconic King Street over May bank holiday for the ultimate shopping experience
28 May - 30 May 2016

Manchester city centre's iconic shopping street, King Street, is celebrating its new mix of premium retailers, luxury brands and upscale eateries and hotels with a long weekend of VIP shopping experiences over the Spring bank holiday.

The King Street Festival, coordinated by Manchester's Business Improvement District, the **Heart of Manchester BID**, will combine exclusive in-store events, complimentary gifts and tastings with a glorious bandstand, roving musicians, lawn games and pop-up prosecco bars to ensure a fashionable yet fun weekend.

With over 50 stores, restaurants and hotels including DKNY, Belstaff, Hermes, Jigsaw, Kiehls, Neal's Yard, Cath Kidston, Hawes and Curtis, El Gato Negro, Quill and **Hotel Gotham** on the street, the celebration is the perfect opportunity to rediscover one of the UK's most exclusive shopping destinations.

For more information go to: kingstreetfestival.com

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Win a Manchester break for two & experience the King Street Festival

17th May 2016, 10:55

Celebrate the Manchester shopping district at the King Street Festival this bank holiday weekend as we have a weekend break for two to be won.



Manchester, with its historical buildings, famous sporting teams and brilliant shopping, becomes the centre of summer as the city's iconic King Street is celebrating its new mix of premium retailers, luxury brands and upscale eateries and hotels.

Enjoy the **King Street Festival** across the May Bank Holiday weekend from Saturday 28th to Monday 30th May, it's going to be filled with fashion, beauty, music, history and complimentary VIP experiences.

Rediscover some of Manchester's biggest named stores, eat delicious food and enjoy a stay in a destination like no other. Explore exclusive events and enjoy complimentary gifts and tastings from over 50 stores and restaurants, including Ernest Jones, Hobbs, Jamie's Italian, Karen Millen, Kuoni, Pizza Express, The White Company, Whistles and more.



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King Street Festival, preview: Leisure and luxury

City Centre, Manchester, 28 May 2016-30 May 2016

Posted by Suzy Prince 12 May 2016



Spring Markets on King Street

One of Manchester's most iconic streets is throwing a festival – with exclusive shopping experiences, complimentary prosecco and nibbles, a summer garden and more.

King Street is one of Manchester city centre's best-loved streets, both as a retail and leisure destination and in terms of history and architecture. It's no secret that it's had its ups and downs in recent years, but thanks to a diverse mix of tenants, from shops specializing in high end and luxury goods, to cafes and hotels, the street is very much on the up once again.

Now there's a festival planned for the May bank holiday to celebrate the street's past, present and future. More than fifty shops and restaurants are taking part, and visitors to the street will be able to enjoy treats and special events throughout, including shopping discounts, complimentary prosecco and nibbles, in-store DJs, complimentary beauty treatments, children's workshops and competitions. The soundtrack to the weekend will include jazz and swing band **Young Pilgrims**, 1940s style band **The Bobbysocks** and cello duo **Cupid's Bow**.

The festival will celebrate the street's past, present and future

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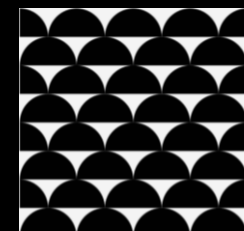
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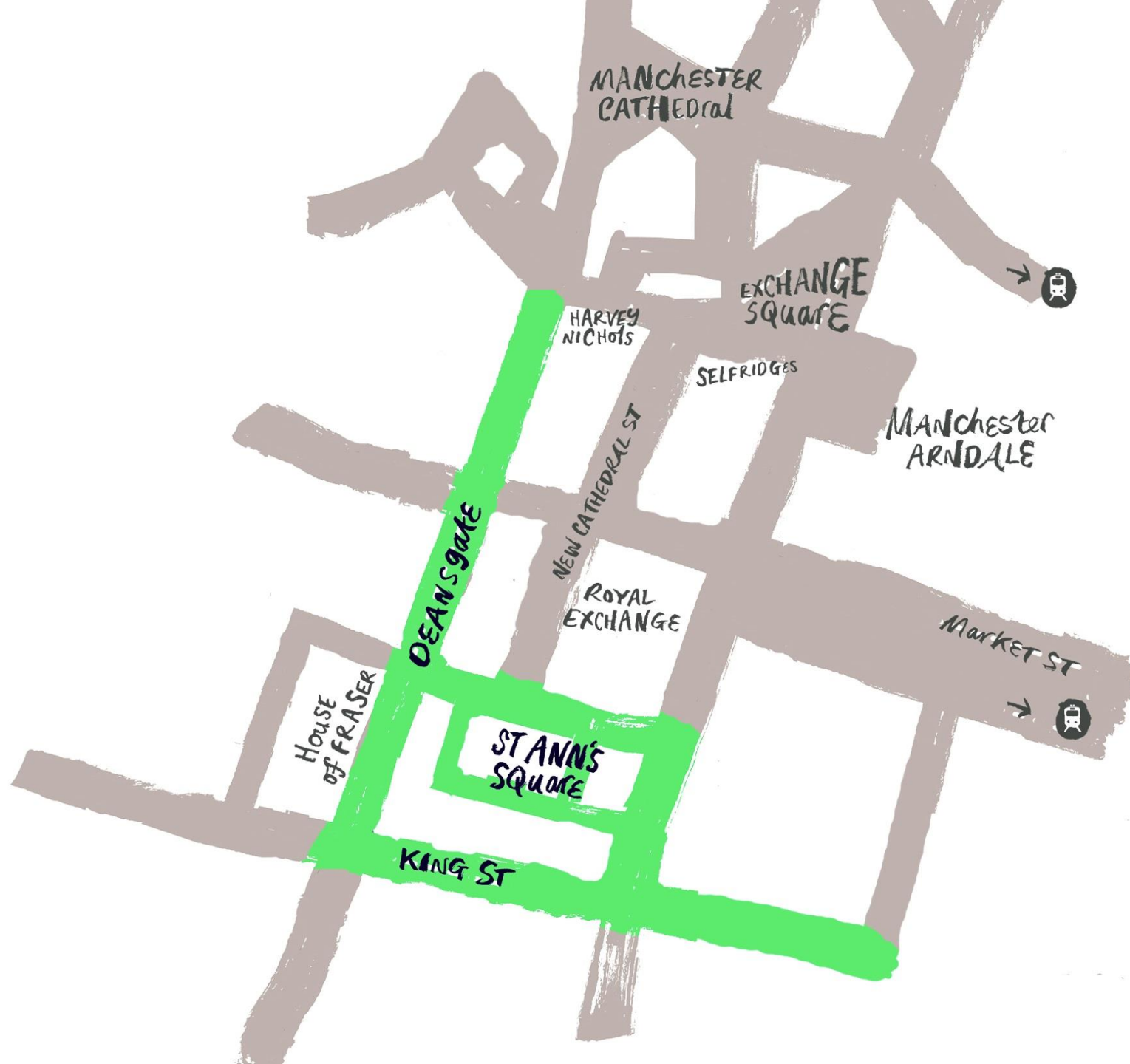
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Book now for 2017
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