

HALLOWEEN IN THE CITY



MANCHESTER'S HALLOWEEN FESTIVAL



MANCHESTER
BUSINESS
IMPROVEMENT
DISTRICT



MANCHESTER
CITY COUNCIL



Metrolink

Visit Manchester®



THE SPOOKY STORY SO FAR...



Launched in 2016 and now in its **4th year**, Manchester's Halloween in the City is the UK's biggest and baddest citywide Halloween celebration.

The annual festival is produced by **Manchester BID (Manchester's Business Improvement District)** in partnership with Marketing Manchester, Manchester City Council and Transport for Greater Manchester (TfGM)

Last year's event saw a unique rooftop invasion of monsters that made the list of **top Halloween PR stunts** in the world and enraptured thousands of visitors to the city young and old.

A bedsheet ghost world record attempt and the annual dog costume show also brought in the crowds.

On top of record attendance the free family friendly festival featured partnerships with **CBBC/Cbeebies** and **Heart FM** as well as character appearance from the world of popular children's author **Julia Donaldson** (right) alongside a unique mixture of city centre events for families and offers from top names in shopping, food and drink.

In addition to the two day Halloween in the City festival, our local and national PR and marketing campaign showcases the hundreds of diverse Halloween events happening across the city throughout the month of October.

With more than 100,000 visitors to the city daily, Halloween in the City is the perfect opportunity to showcase your brand or business.



A large crowd of people is gathered for a Halloween event in Manchester. In the foreground, several people are wearing costumes, including a person in a grey hooded robe with a large white skull mask that has glowing red eyes, and others in black outfits with white skeletal patterns and large white hand props. The background is filled with a dense crowd of people, some in costumes and others in casual attire. A sign with the word "TRICK" is visible in the background. The overall atmosphere is festive and spooky.

**"HALLOWEEN IN THE CITY HAS BEEN A
SPOOKTACULAR SUCCESS FOR MANCHESTER"**

BUSINESS UP NORTH MAGAZINE

OUR SUCCESS SO FAR...

750,000+
ATTENDEES SINCE 2016

4000
PUMPKIN LANTERNS
EVERY YEAR!



£2.8 MILLION
PRESS COVERAGE (AVE)

since 2016 across regional and national
press including online, print, radio and
television

£324,000

**VALUE MULTI-MEDIA
ADVERTISING CAMPAIGN**

since 2016 across digital,
print, outdoor media.

280,000

visitmanchester.com/halloween
WEBSITE VIEWS SINCE 2017

THE UK IS SPENDING A FRIGHTENING AMOUNT ON HALLOWEEN!



46% of UK shoppers are expected to get involved in the occasion- a big jump from the **2013 £200M figures**.

Savvy

Halloween is now the third biggest 'event' for retailers behind Christmas and Easter.

According to data analytics company GlobalData, UK retailers are due to see spend on Halloween-related sales rise **2.1% year-on-year to £491 million. (Retail Gazette)**

Statistic show the retail expenditure on Halloween products moved from a market value of £200M in 2013 to £400M in 2017. 2018 projection is set to £490M

Statista, October 2017

Consumer spending on Halloween is expected to reach £367m in 2018, with 46% of UK shoppers getting involved in the occasion, according to research by marketing agency Savvy.

The most common way consumers are joining in with Halloween is by **buying sweets, chocolate and other treats (78%)**. This was followed by **decorating the house (41%), purchasing fancy dress (40%), buying party food (34%) and making drinks purchases (31%)**.

Talking Retail

OUR AUDIENCE

Social grade

ABC1 families

Location

Local and regional (Greater Manchester) and reach across North West and beyond to North East England

Age

Target audience - under 10 years old

Segments

Metroculturals

Commuterland Culturebuffs

Trips & Treats

Dormitory Dependables

HALLOWEEN IS A GROWING MARKET FOR FAMILIES

Halloween is a fast-growing event for families with the majority of four to six-year-olds due to celebrate it this year.

70% of children are set to celebrate Halloween this year, a figure which jumps to 89% amongst 4 to 6-year-olds.

Kids Insights

The season is resonating stronger with every generation of UK children and has established itself as one of the key events for UK retailers.

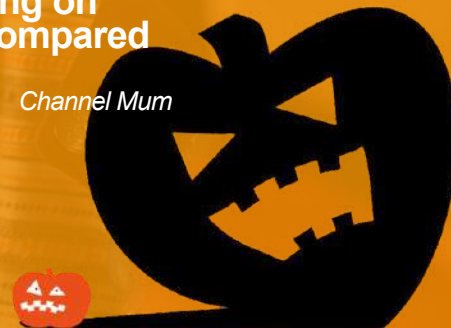
58% of 4 to 9-year-olds are expecting to take part in Trick or Treating this year.

31% of young children purchase decorations and around one in five buy make-up.

Kids Insights

94% of families are planning on buying outfits this year (compared to 82% last year)

Channel Mum





**“MY CHILDREN LOVED IT!
(SO DID THE GROWN UPS!)”**



Facebook Review

2018

A FRIGHTENINGLY FUN WEEKEND IN MANCHESTER!

Last year's citywide trick or treat trail saw 20,000 visitors take part and thousands of bags of sweets handed out to happy kids!

Eight giant inflatable monsters by artist Filthy Luker invaded the skyline of the city across iconic buildings generating unprecedented buzz for the event and thousands of instagram photos!

A fifty strong troupe of skeletons paraded through the streets in a special spooky promenade performance "The Strolling Bones" by international artists Walk The Plank

We teamed up with BBC and Cbeebies to show special Halloween episodes of their most popular shows on a giant screen and Julia Donaldson's beloved Room on the Room storybook came alive (pictured) in our enchanted forest storytelling zone.

2018

OUR MARKETING REACH IS MONSTROUS!



Local Coverage

Print: Manchester Evening News, Manchester Gazette, CityLife, Greater Manchester Business Week

Online: Visit Manchester, I Love Manchester, Creative Tourist, Manchester Confidential

Broadcast: BBC Radio Manchester, Capital FM

National Coverage

Print: The Sun, The Scottish Sun, The Mirror, Waitrose Weekend, Huffpost, Reader's Digest

Broadcast: Channel 5 - The Wright Stuff, CBBC Newsround, Heart FM

Online: CBBC Newsround, ITV News, Emerald Street, Mum's Net

Outdoor Media - £330K AVE

- 10 x Manchester digital screens
- 6 x 48 sheet Manchester digital screens
- 116 x TFGM Metrolink tram network posters
- Themed Metrolink tram stops

Digital & Social Campaign

Facebook/Twitter/Instagram
@/halloweenMCR
#halloweenMCR

- 100,000 page views to dedicated event portal visitmanchester.com/halloween
- 188,966 Facebook reach
- 311,017 Twitter reach

A PR VALUE OF £1.8MILLION (AVE)

A group of people, including children, are dressed in white ghost costumes with eye and mouth cutouts. They are standing on a city street with buildings in the background. Some buildings have signs for 'VUE IMAX', 'CHIQUITO', and 'PRINTWORKS'. A yellow structure is visible on the right side of the street.

**“FANTASTIC FAMILY FUN!
GREAT ATMOSPHERE!”**



Facebook Review

THIS YEAR...

We're locked away in a secret lab coming up with dastardly plans for Halloween in Manchester 2019 but we can share some information on what we've got brewing - this year we're working with **Cbeebies/CBBC**, **Z Arts** and venues across the city including **The Printworks**, **Manchester Arndale**, **Manchester Library** and **The Royal Exchange** to make 2019 the **biggest Halloween Manchester has ever seen!**



CBBC & CBEEBIES TENT

Join us in a spooky stretch tent for CBBC and Cbeebies big screen playing Halloween specials plus meet your favourite characters with photo-ops and workshops from top CBBC brands and characters.



CITYWIDE TRICK OR TREAT TRAIL

Grab a map, follow the trail, meet the monsters and get a very special reward at the end. With new monsters including a murky mermaid and Hard Rock Cafe's ghost of Elvis joining the gang plus an extended route, families are encouraged to come dressed up for extra rewards from our roving photographers.



MONSTER INVASION 2

The monsters are BACK! New designs, new buildings and a new backstory!

Where did they come from and what do they want? This year we'll find out!



JULIA DONALDSON

We're working with children's theatre specialists Z Arts again to bring the work of popular children's author Julia Donaldson to Halloween in the City for the second year. Expect witches on giant brooms and even a gruffalo!



GRIMM RITA'S CREEPY CARNIVAL

A fun but spooky Tim Burtonesque circus zone with lots to see and do. Amazing street performers, side show stalls with a Halloween twist and a traditional helter skelter to slide down!

This zone is a twisted take on the carnival, a family-friendly freakshow inspired by The Strolling Bones parade's leader Grimm Rita who leads the procession between this area and the gothic Dr Mancenstien's Castle.



THE POISONOUS MAZE

A wild walk-through experience in the grounds of Dr Mancenstien's Castle—a real laurel hedge maze overtaken by the doctor's experiments with talking plants, enchanted statues, creepy creatures and deadly walking bushes!



THE STROLLING BONES

Parade specialists Walk the Plank return with their awe-inspiring giant skeleton procession "The Strolling Bones" roaming from St Ann's Square to New Cathedral Street.



DR MANCENSTIEN'S MAD SCIENCE CASTLE

Meet Manchester's mad-for-it scientist Dr Mancenstien and his monster Liam in the ruins of their exploded castle for science, slime and more in an entertaining street theatre experience.



**"THIS YEAR'S HALLOWEEN CELEBRATIONS IN MANCHESTER
WERE BIGGER AND BETTER THAN EVER.
IT WAS A FRIGHTENINGLY GOOD EVENT ENJOYED BY
TENS OF THOUSANDS OF VISITORS TO THE CITY!"**

COUNCILLOR PAT KARNEY
Manchester City Council's city centre spokesman

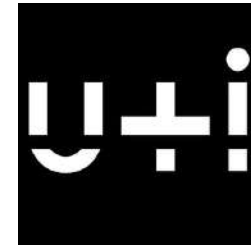




WE'VE LOVED WORKING WITH THESE SPONSORS....



HELICAL



AND THESE PARTNERS...



EVENT SPONSORSHIP

**Brand participation and sponsorship ranges
from £2,000 to £20,000**

**To deliver maximum value and impact
for all ranges of budgets**

**We like work flexibly with brands to create
bespoke packages based on your company's aims.**

**Over the next few pages are
examples of structured options...**



HEADLINE SPONSOR PACKAGE

Put your brand at the heart of the party with coverage throughout the PR and marketing campaign and an unmissable presence on event day.

£20,000+ VAT

MARKETING BENEFITS

Logo featured on high value £100,000+ commercial outdoor media campaign which includes:

Manchester City Council advertising assets

- 5 x Large format digital advertising screens on major transport routes.
 - 10 x city centre digital totems.
 - 2 x large format drop banners within city centre event footprint.
- Total Impact: 7M

Metrolink advertising assets

- 240 x Metrolink tram internal coving ads (3wks)
 - 99 x Metrolink tram station poster sites (3wks)
- Impact: 2.1M
- Video advert on TV screens on 13 citywide Free Bus (3 wks)
- Impact: 525k (25k users a day)
- Metrolink and Free Bus wifi portal landing page advertising(1wk)
- Impact: 100k impressions

Online

- Affiliation with profile page and website links on Visit Manchester website. (100k views in 2018)
- Experiential listing on Visit Manchester website
- Logo, link and editotial in Cityco/Manchester B2B newsletter (800 contacts+)
- Promotion through dedicated social media campaign on facebook, Twitter, Instagram. (500k reach in 2018)
- Opportunity to run a competition via our social media channels

Press Media

- Editorial in press releases and media activity (£1.2M AVE - 2018)

HEADLINE SPONSOR PACKAGE

£20,000+ VAT

EVENT DAY BENEFITS

Experiential space

•6mx4m experiential space at the festival on one of Manchester's highest footfall shopping streets. (excludes Manchester Arndale)
Over 200k people 2018 across 4 streets and Manchester Arndale

Print

- Logo, advert and 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.)

Trick or treat Trail

- Opportunity to host your own house on the popular trick or treat trail (over 20k families participated in 2018)
- Logo, advert and listing on 20,000 event flyers





City centre digital totems



City centre drop banners



Large format digital screens



Large format digital screens



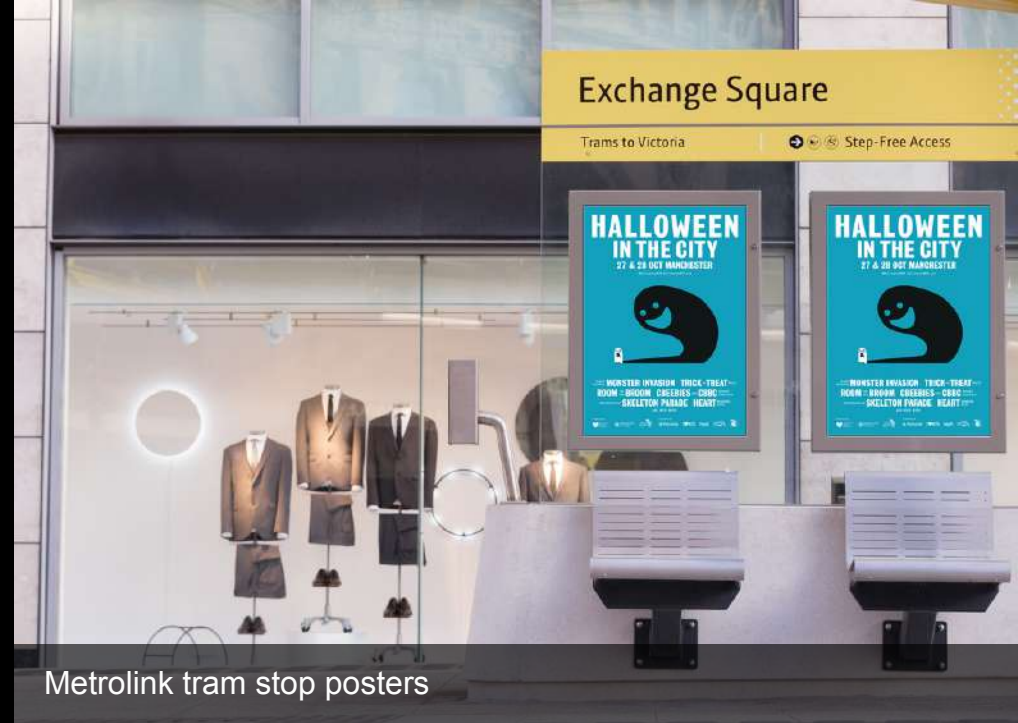
On-street event signage



On-street event signage



Headline sponsor experiential at Halloween in the City 2016



Metrolink tram stop posters



Metrolink tram stop posters



Metrolink wifi



Metrolink coving advertisement



TRICK OR TREAT TRAIL SPONSOR PACKAGE

Our most popular attraction saw over 20,000 little monsters take part last year as they grabbed a map, followed the trail around the city, met creepy creatures behind every door and claimed a sweet reward at the end!

£8,000+ VAT

MARKETING BENEFITS

- Naming/presenting rights "Trick of Treat trail presented by YOUR BRAND" or similar
- Promotion through dedicated social media and PR campaign.
- Event listing on Visit Manchester campaign website
- Advertising space and logo on 20,000+ event maps.
- Access to event photography and videography

EVENT DAY BENEFITS

- Brand exposure through delivery of an on-street experiential space, offering an end-of-trail reward point or themed trick or treat house for 20,000+ participating families over the two days of the Halloween in the City Festival.
- Include your own branded trick or treat box. This would be an extra cost to the brand

OUR TRICK OR TREAT TRAIL...

We engage our visitors well before the event by asking them to plan their Halloween costumes to wear into the city to join the trick or treat trail. As they arrived in the city 8000 maps were handed out at tram stops and other key locations to 20,000 people who took part in the trail last year. Our staff are always on hand to guide families around the trail.



The 2018 trail consisted of four houses for kids to knock on the door of. Behind each door is a different friendly monster (pictured) for families to meet. Each meet means a stamp, four stamps and the maps can be shown at our sweet stop end point - we give out thousands of sweets every year as you can imagine!

There is opportunity for a brand to take over the end point and give our thousands of families a wonderful reward to remember or your brand could build your own house to be added to the trail itself.



ON STREET EXPERIENTIAL + MARKETING PACKAGE

£6,000+ VAT

MARKETING BENEFITS

- Editorial in press releases
- Social media promotion via [Facebook](#), [Twitter](#), [Instagram](#)
- Event listing on [Visit Manchester](#) website (Over 700k visitors per month)

EVENT DAY BENEFITS

- 6m x 4m experiential space over the 2 festival days (Other size options available).





ON STREET PROMO TEAM

£2,000+ VAT

EVENT DAY BENEFITS

- Access for your roaming promo street team to promote across the 2 days through flyering, data collection or similar activity.
- 6 people promo team cap and locations to be agreed.
- Licenses not included but can be facilitated.





Manchester's Business Improvement District (Manchester BID) produces Halloween in the City and other events including Chinese New Year and The Manchester Flower Show to drive footfall into the city centre, promote spending in stores and to PR the city locally and regionally.

Manchester BID works on behalf of over 400 businesses in the city centre from retail to fine dining and our parent company CityCo works on behalf of 400 businesses in Manchester City Centre from property to culture to manage, build and market Manchester as an city.

Packages can be created to suit your needs and budgets and our contacts often lead to new opportunities so please feel free to open up a conversation about our unique and flexible approach.



MANCHESTER
BID

cityco

DEADLINES:

Sponsorship Package commitment is required *before 9th September 2019* to maximise exposure and meet all benefits.

On Street Experiential + Promo Package commitment needed before 9th September 2019

On Street Brand Experiential Package - commitment needed by 30th September 2019.



MANCHESTER
BUSINESS
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DISTRICT

GET IN TOUCH...

Thank you for your interest in Manchester's
Halloween in the City festival.
For more information please contact:

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