



LEEDS CITY REGION

SPONSORSHIP OPPORTUNITIES

MIPIM 2018, CANNES - 13 - 16 MARCH

BIGGER, BOLDER, BRIGHTER

As a leader of the Leeds City Region business community, I would like to personally invite you to join the region's attendance at MIPIM 2018.

MIPIM is arguably one of the most important economic development conferences in the world. Last year, saw our largest delegation to date with over 80 delegates taking part in our programme which reached over 6 million people. However, we are ambitious and this year we want more.

We want to highlight the scale of the region, capitalise on the opportunity provided by EY naming the region as the leading location for FDI in the North of England, Centre for Cities recognising Leeds and York as leading the UK's transition to a knowledge led economy, and Lonely Planet placing Leeds in its top 5 European destinations for travellers. We can only do this by working together.

To help achieve this, we will deliver our most ambitious programme to date at MIPIM 2018. We will reflect our region's history of creating economic success through reinvention and underline the key factors driving occupier demand here.

I hope you will join myself and civic leaders in promoting our vibrant and dynamic economy on the international platform this event provides, as I believe that together we are not only stronger but that our message can be bigger, bolder and brighter than ever before, ensuring that we provide the voice our region deserves.

To find out how you can play your part or join the direct flight from Leeds Bradford Airport contact Katie Paterson at Katie.paterson@westyorks-ca.gov.uk or on 0113 348 1850.

I look forward to exploring how our joint ambitions can lead to future collaboration and success for all.



ROGER MARSH OBE

Chair,
Leeds City Region
Enterprise Partnership

WHY MIPIM?



MIPIM is the premier event in the international real estate and economic development calendar. It has become a global showcase for major city regions, property developments, investment opportunities and international networking.

24,000+

Delegates

460+

Journalists

4,800+

Investors

2000+

Exhibitors

3,000+

CEOs and Chairs

3,500+

Developers

52,000+

Visitors

1,200+

Occupiers

550+

Cities and
local authorities

SPONSORSHIP PACKAGES

Sponsorship of the Leeds City Region presence at MIPIM provides numerous opportunities to engage with senior decision makers, network with fellow delegates and raise the profile of your own projects and initiatives with a regional, national and international audience.

In addition to the sponsorship packages outlined in the following pages, Leeds City Region has secured a new larger stand branded bar for the week and is considering a number of opportunities to further increase its presence:

- A celebrity attendance
- Enhanced advertising and branding
- More speakers included on the main MIPIM programme

The above opportunities require additional funding to be secured. If you would like to speak to us about supporting these initiatives please contact Katie Paterson at Katie.paterson@westyorks-ca.gov.uk or call mobile: 07548 298341





DIAMOND PACKAGE

£20,000 MINIMUM INVESTMENT

PASSES

- 2 included for MIPIM 2018

PARTICIPANT DATABASE

- Database access and online profile included

PARTNERSHIP STEERING GROUP

- 1 place on MIPIM steering group

PLACES AT EVENTS

- 2 places at Leeds City Region events during MIPIM 2018
- 5 additional places for guests at MIPIM drinks receptions (Tuesday and Wednesday evening)

- Invitations to all Leeds City Region open events
- Invitation to Leeds City Region MIPIM follow up Networking Event, Summer 2018

PROFILE OPPORTUNITIES

- Listing as Diamond sponsor
- Project profile - Leeds City Region designed investment profile on ipad and stand screens during MIPIM and on investleedscityregion.com website throughout year
- Featured project, logo and profile on investleedscityregion.com
- Project featured in Leeds City Region investment app on stand and on website year round
- Stand slot for own presentation or project pitch
- Media release to support own announcement pre or during MIPIM

- Opportunity to include quote in press release during media campaign
- Potential opportunity to appear in MIPIM related film (project or individual)
- Interview opportunities with key titles (pitched but not guaranteed)
- Co-written blog entry
- Dedicated twitter posts during MIPIM - min 5 posts
- Logo on MIPIM related advertising (where space allows)
- Opportunity to provide branded collateral for Leeds City Region USB available on the stand and at key events

Leeds City Region stand as base for week, including refreshments and wifi access

Please note: prices are non negotiable. Event places will be confirmed once the programme has been agreed.



GOLD PACKAGE

£12,000

PASSES

- 2 included for MIPIM 2018

PARTICIPANT DATABASE

- Database access and online profile included

PARTNERSHIP STEERING GROUP

- 1 place on MIPIM steering group

PLACES AT EVENTS

- 2 places at Leeds City Region during MIPIM 2018
- 2 additional places for guests at MIPIM drinks receptions (Tuesday and Wednesday evening)
- Invitations to all Leeds City Region open events
- Invitation to Leeds City Region MIPIM follow up Networking Event, Summer 2018

PROFILE OPPORTUNITIES

- Listing as Gold sponsor
- Project profile - Leeds City Region designed investment profile on ipad and stand screens during MIPIM and on investleedscityregion.com website throughout year
- Featured project, logo and profile on investleedscityregion.com during MIPIM campaign
- Project featured in Leeds City Region investment app on stand and on website year round
- Stand slot for own presentation or project pitch
- Opportunity to include quote in press release during media campaign
- Dedicated twitter post during MIPIM - min 3 posts
- Opportunity to provide branded collateral for Leeds City Region USB available on the stand and at key events

Leeds City Region stand as base for week, including refreshments and wifi access

Please note: prices are non negotiable. Event places will be confirmed once the programme has been agreed.

SILVER PACKAGE

£8,000

PASSES

- 2 included for MIPIM 2018

PLACES AT EVENTS

- 1 place Leeds City Region events
- 1 additional place for guest at MIPIM drinks receptions (Tuesday and Wednesday evening)
- Invitations to all Leeds City Region open events
- Invitation to Leeds City Region MIPIM follow up Networking Event, Summer 2018

PROFILE OPPORTUNITIES

- Listing as Silver sponsor
- Featured project, logo and profile on investleedscityregion.com during MIPIM campaign
- Project profile - Leeds City Region designed investment profile on ipad and stand screens during MIPIM and on investleedscityregion.com website throughout year
- Project featured in Leeds City Region investment app on stand and on website year round
- Dedicated twitter posts during MIPIM

Leeds City Region stand as base for week, including refreshments and wifi access

BRONZE PACKAGE

£5,000

PASSES

- 1 included for MIPIM 2018

PLACES AT EVENTS

- Invitations to all Leeds City Region receptions, panels and open events
- Invitation to Leeds City Region MIPIM 2018 Networking Event

PROFILE OPPORTUNITIES

- Listing as Bronze sponsor
- Featured project, logo and profile on investleedscityregion.com during MIPIM 2018 campaign
- Project featured in Leeds City Region investment app on stand and on website year round

Leeds City Region stand as base for week, including refreshments and wifi access

SPONSORSHIP PRO-FORMA: LEEDS CITY REGION AT MIPIM CANNES 2018

To confirm your support, please complete the details below and return along with your logo (JPEG or EPS format) and a short paragraph about your organisation (100 words or less) to - **Katie Paterson, Leeds City Region Enterprise Partnership, City Exchange, 11 Albion Street, Leeds, LS1 5ES**, or alternatively scan and email to **Katie.Paterson@westyorks-ca.gov.uk**

SPONSORSHIP PACKAGE	
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MAIN CONTACT

COMPANY NAME	
LEAD CONTACT	
POSITION	
EMAIL ADDRESS	
PHONE NUMBER	

DELEGATE ONE

NAME	
POSITION	
EMAIL ADDRESS	
PHONE NUMBER	
MOBILE NUMBER	

DELEGATE TWO (IF APPLICABLE)

NAME	
POSITION	
EMAIL ADDRESS	
PHONE NUMBER	
MOBILE NUMBER	

MEDIA CONTACT

NAME	
POSITION	
EMAIL ADDRESS	
PHONE NUMBER	

INVOICING DETAILS

CONTACT NAME	
EMAIL ADDRESS	
COMPANY VAT NUMBER	
COMPANY NAME TO APPEAR ON INVOICE	
INVOICING ADDRESS	

OBJECTIVES FOR ATTENDING

PLEASE TICK ALL THAT APPLY

TO SUPPORT LEEDS CITY REGION ECONOMIC GROWTH	
TO PROMOTE A SPECIFIC PROJECT	
TO NETWORKING WITH DECISION MAKERS	
TO SHARE THOUGHT LEADERSHIP	
TO RAISE BUSINESS PROFILE	
TO ENGAGE WITH POTENTIAL INVESTORS	
TO MEET POTENTIAL DEVELOPMENT PARTNERS	
TO ENGAGE WITH OCCUPIERS/END USERS	
OTHER (PLEASE SPECIFY)	

FLY DIRECT TO MIPIM 2018 FOR JUST £388* FROM LEEDS BRADFORD AIRPORT

*PRICE INCLUDES TAX AND BAGGAGE ALLOWANCE



We are delighted to offer an exclusive flight package to MIPIM 2018, in association with Jet2.com and Leeds Bradford Airport.

Delegates joining the group booking can also benefit from Fast Track at security and entry to the Yorkshire Premier Lounge, kindly provided by Leeds Bradford Airport. In addition, the airport will be offering a 50% discount on parking.

Seats at this price are only available by booking through Leeds City Region. To book your seat, complete and return this form to **Katie Paterson, Leeds City Region Enterprise Partnership, City Exchange, 11 Albion Street, Leeds, LS1 5ES**, or alternatively scan and email to **Katie.Paterson@westyorks-ca.gov.uk**

FULL NAME	
PASSPORT NO.	
DATE OF BIRTH	
NATIONALITY	
PASSPORT EXPIRY DATE	
COMPANY WEBSITE	

Please note: A limited number of seats are available at this price. Flight costs will be invoiced upon receipt of this booking form. A charge may be applied for any name changes.



GET IN TOUCH

KATIE PATERSON

MIPIM PROJECT MANAGER

KATIE.PATERSON@WESTYORKS-CA.GOV.UK

T: +44 (0) 113 348 1850

M: 07548 298341

INVESTLEEDSCITYREGION.COM

@INVESTLCR

LEEDS CITY REGION ENTERPRISE PARTNERSHIP

CITY EXCHANGE

11 ALBION STREET

LEEDS

LS1 5ES