

# LEEDS CITY REGION

Sponsorship opportunities  
MIPIM UK 2018 and MIPIM 2019



LEEDS CITY REGION  
ENTERPRISE  
PARTNERSHIP

Working in  
partnership  
with the

West  
Yorkshire  
Combined  
Authority

# BE PART OF OUR SUCCESS

The last 12 months have proved a landmark year for our city region with the announcement that city centre office take up surpassed one million sq ft (Deloitte Cranes Survey 2018), Huddersfield Town AFC remaining in the Premier League and the Piece Hall in Halifax being named Project of the Year at the Royal Institution of Chartered Surveyors awards. In addition to this Bradford Odeon was awarded £4 million from the Government's Northern Cultural Regeneration Fund and Wakefield launched a new tech hub to support the region's reputation as the digital heartland of the UK.

This is just the beginning. That's why I would like to personally invite you to be part of our delegation for MIPIM UK 2018 and MIPIM 2019.

This year we want to use MIPIM, arguably one of the most important international economic development conferences, as a springboard to invite the world to discover what you already know, that Leeds City Region is not just best for business but best for lifestyle and for talent.

We will continue to build upon the success of previous MIPIM campaigns, reflecting on our success at innovating, developing and adopting new technology in order to deliver growth.

I hope you will join myself and civic leaders in celebrating our successes and promoting our opportunities so that we are viewed internationally, not as the up comer, but the place to be. A location which is already delivering returns for the businesses that have invested here and is proactively working to grow the economy for the benefit of all who live or work here.

I look forward to working together to promote our region and its dynamic economy and would encourage you to contact our MIPIM team at [LCRmipim@westyorks-ca.gov.uk](mailto:LCRmipim@westyorks-ca.gov.uk) or on 0113 348 1850, to discover how you can be part of our success.



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 Europe's showcase for major city regions, property developments, investment opportunities and international networking.

**26,000**  
PARTICIPANTS

**100**  
COUNTRIES

**3,100**  
EXHIBITING  
COMPANIES

**360+**  
KEYNOTES &  
SPEAKERS

**100+**  
CONFERENCES

**3,800+**  
CEOS & C-LEVEL  
PROFESSIONALS

**5,400**  
INVESTORS

# 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 to a regional, national and international audience.

## Diamond Package - £20,000 minimum investment

### PASSES

2x delegates passes for MIPIM UK 2018

2x delegates passes for MIPIM 2019

### PLACES AT EVENTS

2x delegate places at Leeds City Region external events during MIPIM UK 2018 and MIPIM 2019

5x extra places for guests at Leeds City Region external events during MIPIM UK 2018 and MIPIM 2019 - sponsors need to provide details of who to invite in advance

Invitation to Leeds City Region MIPIM networking events throughout the year

### PROFILE OPPORTUNITIES

Listing as Diamond sponsor

Logo featured on [investleedscityregion.com](http://investleedscityregion.com) and link back to your company's website

Joint Diamond sponsors media release to announce support

Media release to support your own announcement pre or during MIPIM

Opportunity to include a quote in a Leeds City Region press release during media campaign

Interview opportunities with key titles (pitched but not guaranteed)

Co-written blog entry

Dedicated Twitter posts during MIPIM - min 5 posts

Opportunity to provide branded collateral for Invest Leeds City Region USB available on the stand and at key events

Project imagery featured prominently during MIPIM campaign

Leeds City Region stand as base for week

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

# Sponsorship packages

## Gold Package - £15,000 minimum investment

### PASSES

2x delegates passes for MIPIIM UK 2018

2x delegates passes for MIPIIM 2019

### PLACES AT EVENTS

1x delegate place at Leeds City Region external events during MIPIIM UK 2018 and MIPIIM 2019

3x extra places for guests at Leeds City Region external events during MIPIIM UK 2018 and MIPIIM 2019 - sponsors need to provide details of who to invite in advance

Invitation to Leeds City Region MIPIIM networking events throughout the year

### PROFILE OPPORTUNITIES

Listing as Gold sponsor

Logo featured on [investleedscityregion.com](http://investleedscityregion.com) and link back to your company's website

Opportunity to include a quote in a Leeds City Region press release during media campaign

Co-written blog entry

Dedicated Twitter post during MIPIIM - min 3 posts

Opportunity to provide branded collateral for Invest Leeds City Region USB available on the stand and at key events

Project imagery feature during MIPIIM campaign

Leeds City Region stand as base for week

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

# Sponsorship packages

## Silver Package - £10,000 minimum investment

### PASSES

2x delegate passes for MIPIM UK 2018

2x delegate passes for MIPIM 2019

### PLACES AT EVENTS

1x delegate place at Leeds City Region external events during MIPIM UK 2018 and MIPIM 2019

1x extra place for guest at Leeds City Region external events during MIPIM UK 2018 and MIPIM 2019 - sponsors need to provide details of who to invite in advance

Invitation to Leeds City Region MIPIM networking events throughout the year

### PROFILE OPPORTUNITIES

Listing as Silver sponsor

Logo featured on [investleedscityregion.com](http://investleedscityregion.com)

Dedicated Twitter post during MIPIM

Opportunity to provide branded collateral for Invest Leeds City Region USB available on the stand and at key events

Project imagery feature during MIPIM campaign

Leeds City Region stand as base for week

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

# Sponsorship packages

## Bronze Package - £7,000 - MIPIM UK 2018 and MIPIM 2019

### PASSES

1x delegate pass for MIPIM UK 2018 and MIPIM 2019

### PLACES AT EVENTS

1x delegate place at external event during MIPIM UK 2018 and MIPIM 2019

Invitation to Leeds City Region MIPIM networking events throughout the year

### PROFILE OPPORTUNITIES

Listing as Bronze sponsor

Logo featured on investleedscityregion.com

Dedicated Twitter post during MIPIM

Project imagery feature during MIPIM campaign

Leeds City Region stand as base for week

## Bronze Package - £5,000 - MIPIM UK 2018 ONLY

### PASSES

1x delegate pass for MIPIM UK 2018

### PLACES AT EVENTS

1x delegate place at Leeds City Region external events during MIPIM UK 2018

Invitation to Leeds City Region MIPIM networking events throughout the year

### PROFILE OPPORTUNITIES

Listing as Bronze sponsor

Logo featured on investleedscityregion.com

Dedicated Twitter post during MIPIM

Project imagery feature during MIPIM campaign

Leeds City Region stand as base for week

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

# Sponsorship packages

## Bronze Package - £5,000 - MIPIM 2019 ONLY

### PASSES

1x delegate pass for MIPIM 2019

### PLACES AT EVENTS

1x delegate place at Leeds City Region external events during MIPIM 2019

Invitation to Leeds City Region MIPIM networking events throughout the year

### PROFILE OPPORTUNITIES

Listing as Bronze sponsor

Logo featured on [investleedscityregion.com](http://investleedscityregion.com)

Dedicated Twitter post during MIPIM

Project imagery feature during MIPIM campaign

Leeds City Region stand as base for week



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



# Sponsorship pro-forma

---

Thank you for confirming your support for the Leeds City Region presence at MIPIM. Please complete the details below and return to [LCRmipim@westyorks-ca.gov.uk](mailto:LCRmipim@westyorks-ca.gov.uk) along with your logo (in .EPS format) and a short paragraph about your organisation and a biography and image of your delegate(s) which we may use online and refer to in briefing documents.

## Sponsorship level:

### Main contact:

Company Name	
Lead contact for MIPIM related activity	
Position	
Email address	
Phone number	
Company website	
Company Twitter handle	

### Delegate details:

#### Delegate one

Name	
Position	
Email address	
Phone number	
Mobile number	
Next of kin name	
Next of kin contact number	

## Delegate two

Name	
Position	
Email address	
Phone number	
Mobile number	
Next of kin name	
Next of kin contact 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	
Purchase order number	

For full terms and conditions see page 12

# Travel to MIPIM 2019

---

## Fly direct to MIPIM 2019 for just £400\* from Leeds Bradford Airport \*price includes tax and baggage allowance

We are delighted to once again offer an exclusive flight package to MIPIM 2019, in association with Jet2.com and Leeds Bradford Airport.

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

Seats at this price are only available by booking through Leeds City Region. To confirm your seat, complete the details below and send to [LCRmipim@westyorks-ca.gov.uk](mailto:LCRmipim@westyorks-ca.gov.uk).

Full name	
Signature	



### Flight package terms and conditions

We understand that in order to confirm the flight, West Yorkshire Combined Authority ('the Combined Authority') has to be certain how many seats will be booked. Based on the above dates, times and prices, we will commit to purchase the tickets indicated above. We understand that if insufficient partner commitment is obtained, the Combined Authority will be under no obligation to make the booking on our behalf. Flight times and passenger benefits are provisional and subject to change. We understand that seat availability is limited and may be allocated between partners at the Combined Authority discretion. On notification by the Combined Authority that the booking has been made, we agree that we are irrevocably bound to purchase the seats allocated, within immediate receipt of an invoice from the Combined Authority.

# Terms and conditions

---

These terms and conditions (“Conditions”) set out the terms upon which West Yorkshire Combined Authority (“We”, “Us” or “Our”) agree to provide the Company (“You” or “Your”) with participation packages for MIPIM UK 2018 and MIPIM 2019 (“MIPIM”).

## 1. Requests for Participation

No participation request for MIPIM shall be deemed to have been accepted by Us until We receive Your signed agreement to these Conditions, and We have confirmed that Your request has been successful. We reserve the right to reject any request for participation at Our sole discretion.

## 2. Allocation of Packages

All packages are rewarded on a first come, first served basis and are subject to Us receiving Your payment in full. If the participation package that You have requested is unavailable, We will contact You as soon as reasonably practicable to advise of alternative packages, subject to availability. We reserve the right to make changes to the packages, including but not limited to, the features and rewards and substituting awards for alternatives of an equivalent value.

## 3. Costs

The costs of the packages are as follows:

- (a) Diamond - £20,000 minimum
- (b) Gold - £15,000
- (c) Silver - £10,000
- (d) Bronze - £7,000
- (e) Bronze - £5,000

## 4. Payment

You will be invoiced for the full cost of the package once We have confirmed that You have been successful in Your request. All invoices are payable immediately. Packages will not be allocated to You until We receive Your payment in full.

## 5. Additional Charges

Any additional charges that We incur on Your behalf, including but not limited to additional delegate fees, accommodation, catering, travel, will be invoiced to You and will be due and payable immediately. Any additional charges incurred in any other currency other than pounds sterling will be invoiced to You in sterling at the exchange rate prevailing at the National Westminster Bank Plc, as at the date of the invoice.

## 6. Advertising

You agree to provide Us with details of Your participant advertising, logo and stand presence for inclusion of the same on the MIPIM website, before the deadline specified by Us. Should You fail to meet this deadline, Your entry in the publicity materials will be cancelled and no credit will be given against the package price.

By submitting Your participant advertising to Us for inclusion in the publicity materials, You confirm that its contents are a true reflection of the services or facilities that You provide and that it does not contravene any laws or infringe any third party intellectual property rights. You agree to indemnify Us against any costs, claims, expenses and liabilities that We incur as a result of Your infringement of any such third party rights.

# Terms and conditions

---

## 7. Liability

We shall not be liable to You or any other person for any claims, costs liabilities, damages, expenses or losses to You or Your property caused or suffered in connection with You participating in or attending MIPIM. We shall further have no liability for to You or any other person for any direct or indirect loss of profit, economic loss, or goodwill or for any special or consequential loss in connection with the same.

Nothing in this clause shall be construed to exclude or limit Our liability for death or personal injury caused by Our negligence or any other liability which by law cannot be excluded or limited.

## 8. Indemnity

You agree to indemnify Us against injury to any person and any loss of or damage to any property caused by Your negligence, or that of Your employees, agents, contractors or guests in connection with participating in or attending MIPIM.

## 9. Protection of Reputation

You agree that you will take no action which is intended to, or would reasonably be expected to harm Our reputation or any of Our affiliates or which would reasonably be expected to lead to unwanted or unfavorable publicity.

Should You breach this said Condition, You agree that damages alone would not be an adequate remedy for the breach, accordingly, without prejudice to any other rights and remedies that We may have, We shall be entitled to the granting of equitable relief (including without limitation injunctive relief) concerning any threatened or actual breach of this Condition.

## 10. Insurance

You shall effect and maintain insurance necessary to cover all Your liabilities under these Conditions.

## 11. Amendments

You may make amendments to Your delegate details provided that You notify Us in writing reasonably in advance. If We incur charges as a result, these charges will be invoiced to You as additional charges.

## 12. Cancellation

Should You wish to cancel Your participation in MIPIM at any time, You must notify Us in writing reasonably in advance. We shall make reasonable endeavours to reallocate Your participation package, however will be under no such obligation to do so. Should We be unable to reallocate the package You will remain liable for the full price of the package. An additional administrative fee of [£1,000] will also be payable by You in all cases of cancellation, irrespective of whether reallocation is successful or not.

## 13. Law

These Conditions out the entire agreement between Us and You and shall be governed by and construed in accordance with the laws of England and Wales and both parties agree to submit to the non-exclusive jurisdiction of the English courts.

## 14. Acceptance

These Conditions constitute the agreement between Us and You and are deemed to be accepted by You by virtue of Your successful request to Us for a participation package. Please sign below to accept full Terms and Conditions.

Signature .....

Full name .....

Date .....

# GET IN TOUCH

[investleedscityregion.com](http://investleedscityregion.com)  
[LCRmipim@westyorks-ca.gov.uk](mailto:LCRmipim@westyorks-ca.gov.uk)  
+44 (0)113 348 1850



LEEDS CITY REGION  
ENTERPRISE  
PARTNERSHIP

Working in  
partnership  
with the

**West  
Yorkshire**  
Combined  
Authority