

- SPONSORSHIP
- EXHIBITION SPACE

CONTACT: info@marssoc.uk

Part of



European
City of Science
Manchester 2016



MANCHESTER
CITY COUNCIL

Marketing
Manchester



UK University Rover Challenge

Manchester 2016

July 23-24

THE MARS SOCIETY 

BE PART OF THE EVENT

**HIGH-PROFILE LOCATION
TEAMS FROM 3 CONTINENTS
LARGE NATURAL FOOTFALL
PART OF *ESOF* EUROPEAN SCIENCE CONFERENCE**

BE AN EXHIBITOR

Join companies such as *Airbus Space and Defence* in having an exhibition space

- High visibility in an amazing location, usually off limits for promotions
- Choose a small or large space for the whole weekend
- Power supplied


BE A SPONSOR

Attach yourself to an amazing brand, take advantage of a high-profile position accessing the public, science delegates and students


- Wide range of sponsorship options
- Choose billboards, T-shirts, prize sponsorship
- Get 50% exhibition stand with certain packages

CONTACT: info@marssoc.uk


CATHEDRAL GARDENS, MANCHESTER



The exhibition space is visible from many access points, and will have heavy footfall from tram and mainline stations. Food stalls add to the atmosphere.

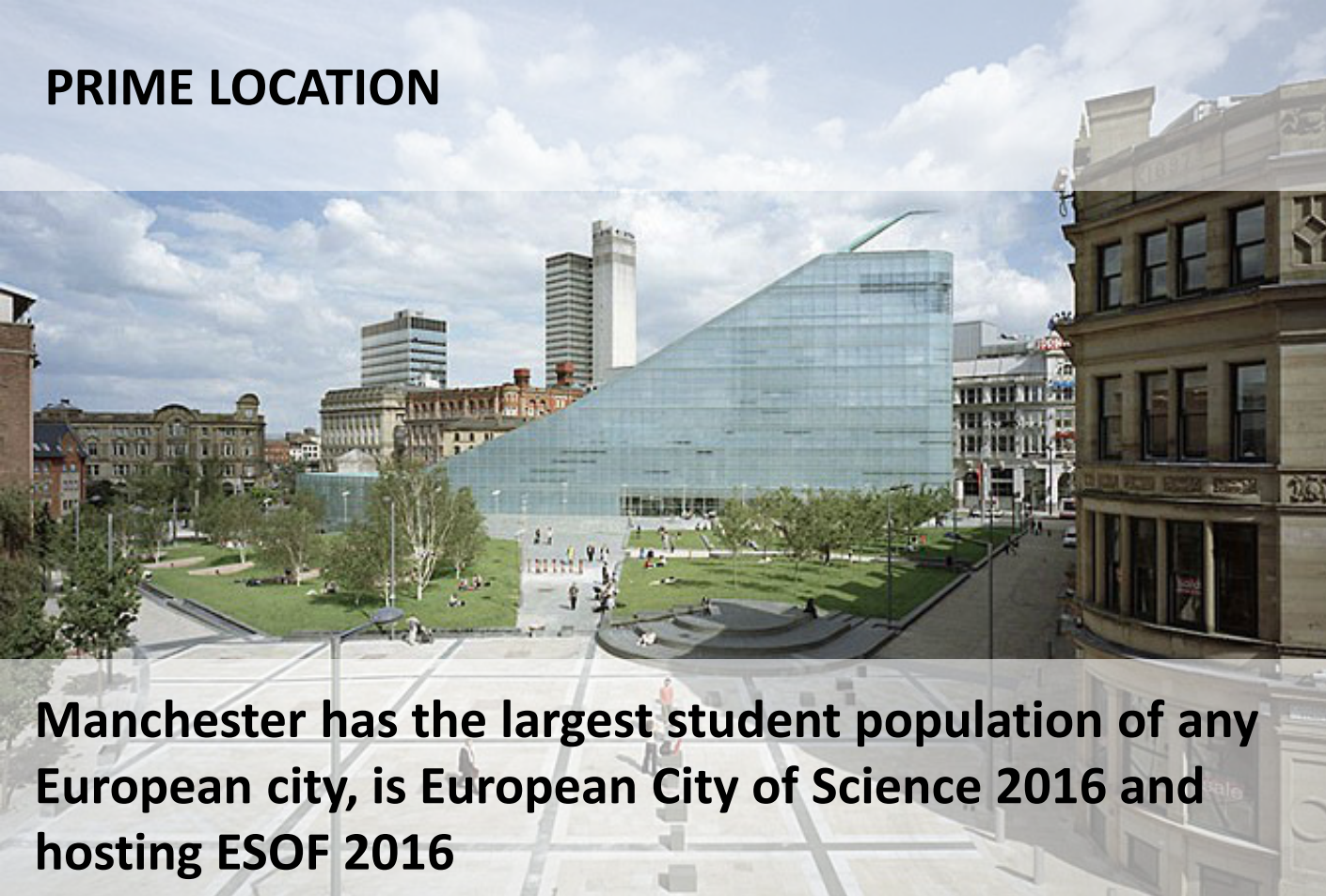


The orange lines border our temporary 'Mars Yard', surrounded by spectator barriers available for sponsor messages. Live commentary engages the audience further.



Victoria Station

PRIME LOCATION



Manchester has the largest student population of any European city, is European City of Science 2016 and hosting ESOF 2016

The UK University Rover Challenge is an excellent opportunity to do some outreach, support a good cause, and access thousands of visitors. In a rare opportunity, Manchester City Council is giving over Cathedral Gardens to the UKURC for the weekend.

The UKURC takes place at the height of British summer, in one of the central squares in the UK's bustling 2nd city, Manchester.

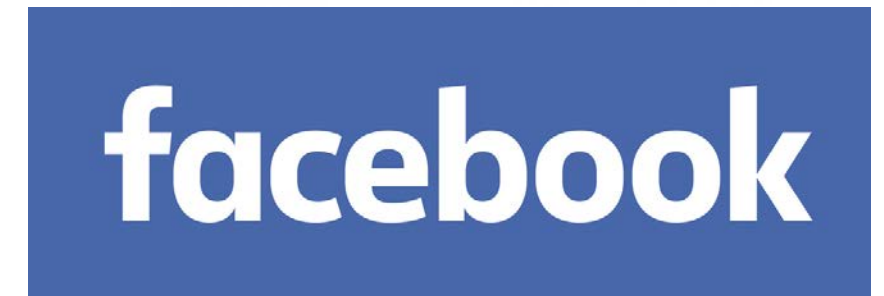
The site is flanked by major tourist attractions such as the National Football Museum, Manchester Cathedral, Cheethams library – the oldest library in the UK. Transport intersects with the space with Victoria station exiting into one end of the gardens taking 50,000 people a day, and one of the busiest Metro stations is yards away

MANY THOUSANDS OF PEOPLE WILL SEE THE EVENT LIVE



*DESIGNED TO BRING PEOPLE
IN, AND MAKE THEM LINGER*

MANY MORE WILL SEE ONLINE CONTENT



VIDEO AND IMAGES



CONTACT: info@marssoc.uk

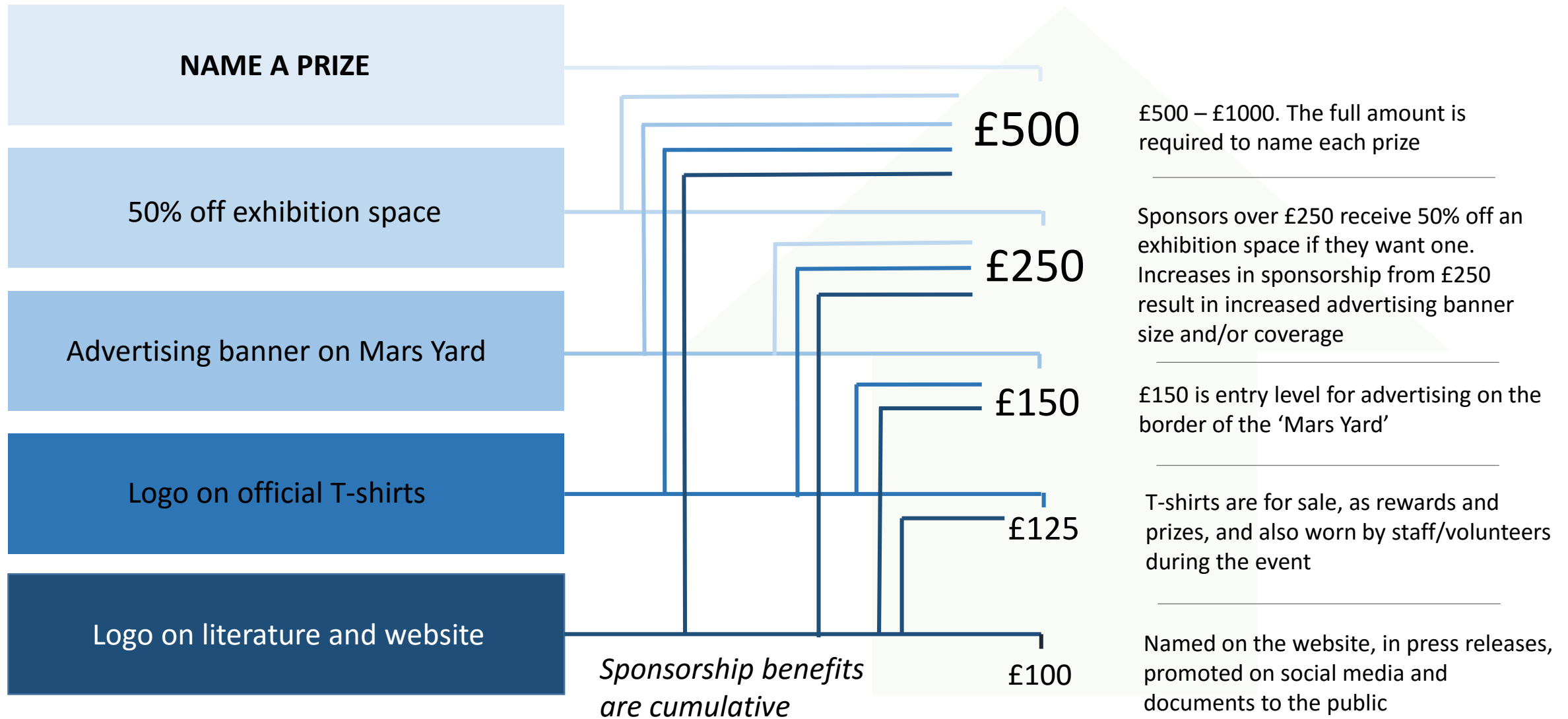
SPONSOR

Directly sponsoring the event gives you an opportunity to define what you want from the event. It may be just publicity, engagement with the public, or students, or to promote a product, outreach for your work, or your own event.

The options for promotion are flexible and numerous, and we can discuss with you how to achieve what you need from your sponsorship.

- **Name a prize.** We will accept sponsor names for prizes, so the first prize could be called the “Your Company” First Prize. We want to match other similar competitions with £1000 first prize. In addition we want to offer a prize for the best team from the UK.
- **Get 50% off an exhibition space** with any sponsorship amount over £250
- **Receive recognition** on our website, in media releases, verbally in the commentary during the event, on promotional literature in print and online, banners on the crowd barriers lining the ‘Mars Yard’, your logo and name on the T-shirts worn by staff and for sale before and during the event.

We don't like rigid menus, but hope this chart helps potential sponsors consider their involvement



CONTACT: info@marssoc.uk

YOUR EXHIBITION STAND

VERY LIMITED
NUMBER
AVAILABLE

Small - 4 metres square £199

Large - 8 metres square £299

CONTACT: info@marssoc.uk

Make the most of your involvement with an exhibition stand, bringing you into contact with conference delegates, the public, existing and potential students, in the buzzing and busy environment of the *European City of Science 2016*

PRE-EVENT

Digital

- Logo & your 100 word description on website
- exhibitor page with link to respective exhibitor homepage

Print

- Logo and thanks on all UKURC printed material



ON-SITE

Branding

- Mention of the exhibition stand in welcome literature and during the competition

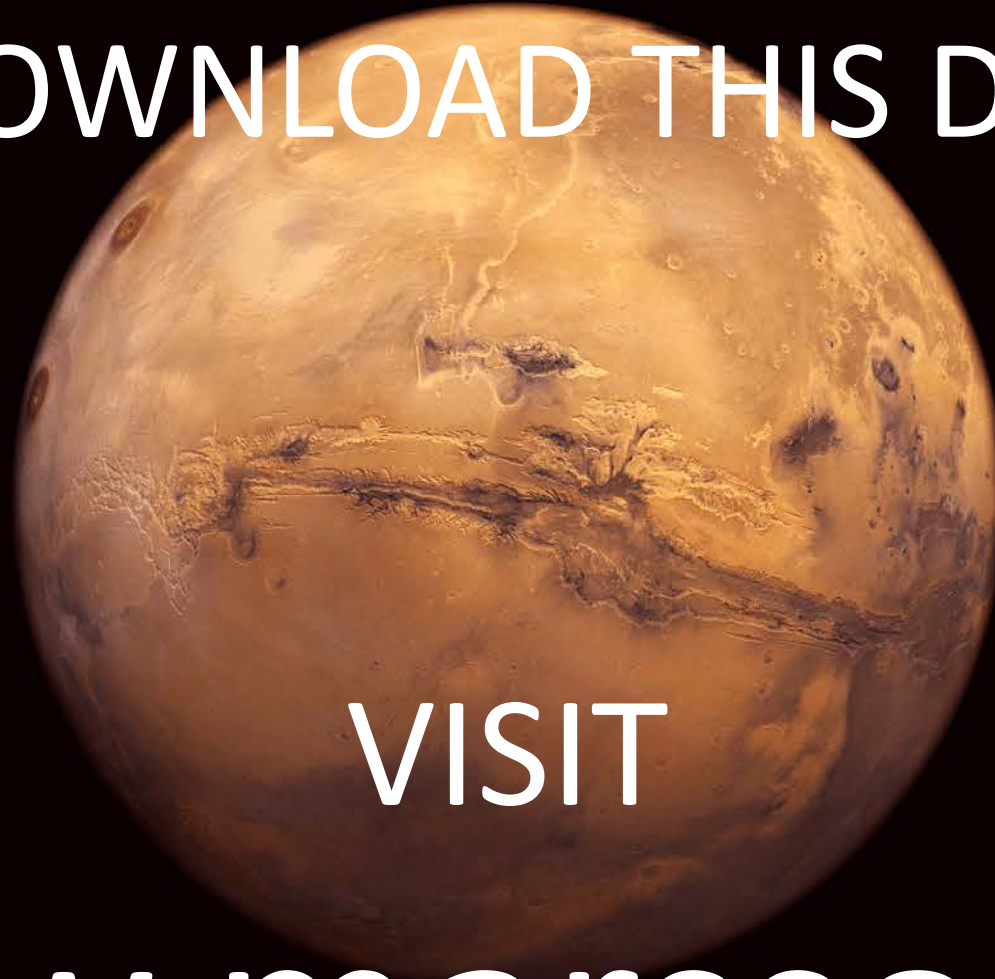
Networking and Display

- Space for table, banner, 2 chairs
- Feature on site-map for visitors

POST EVENT

- Thanks and logo in all review material, digital and print
- Visual assets from the event made available to you for your use

FOR MORE INFORMATION
AND TO DOWNLOAD THIS DOCUMENT



VISIT
www.marssoc.uk