

# **NORTH Place**

**NORTH WEST    YORKSHIRE    NORTH EAST**

## **OPPORTUNITIES AT UKREiIF 2024**



# Ethics and Issues Statement

At *Place North*, our mission is to champion the property industry by providing reliable news coverage and safe and inclusive events.

We celebrate growing commitments to equity, inclusivity, and diversity within the built environment. We seek to foster supportive communities at our events, where voices with different perspectives, backgrounds, and ideas are heard in a safe and respectful environment.

We recognise the crucial role the built environment plays in combatting climate change. We strive to empower and encourage those who are making a difference in the sustainability realm by amplifying their stories.

Learning from each other is a key part of the *Place* experience. Together, we will champion the industry, celebrate its achievements, and push for continual improvement.

## UKREiiF drinks reception sponsor

Kickstart your UKREiiF activity at our Drinks Reception on the Tuesday evening. As a sponsor, you will receive select introductions to key guests, multi-platform brand promotion, online and offline, via social media to a combined readership of more than 250,000 per month, branding at the event, and follow-up email correspondence with all guests.

### Pre-event

- Listing and branding on *Place* events calendar across *Place North's* three websites
- Branded listing in the events bulletin, emailed to 14,000+ subscribers fortnightly
- Branding on the events plan
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional editorial articles and mailshots
- Ongoing social media promotion carrying your logo
- Access to the guestlist and introductions

### At the event

- 10 tickets per sponsor
- Branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests

**£3,500 +VAT**

### Post-event

- Branded inclusion in the event gallery article on either *Place North West*, *Place Yorkshire*, or *Place North East* newsletters
- Receive event photography, and video where applicable, for your own marketing
- Receive the data capture of the delegates that attended the event for a follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Brand included in the write-up sent to the relevant newsletter subscribers
- Right to first refusal for the next edition of this event



## Bespoke Event Management

With more than 15 years of experience in delivering fantastic events for influential property professionals, *Place North* is well equipped to organise your bespoke event, whether it be a **private drinks reception, breakfast, lunch or dinner.**

### What you get

- RSVPs and guest management
- Speaker management
- Food and beverage supply
- Venue sourcing
- Promotion before, during and after across our social media channels
- Photography (optional)
- Video work (optional)
- Health and safety audit
- Dedicated manager to ensure the smooth running of your entire event

**Cost dependent on requirement**



## Film Services

We will make your video accessible and engaging to an audience at UKREiiF and at home. We take on the responsibility of the entire production process, from briefing meetings and scouting filming locations, to recording, editing and promotion via our newsletters, websites, social media and YouTube channels.

### Filmed Roundtable

- With our market understanding and strong network, we will curate the entire content, making your video as engaging as possible
- Source the participants
- Chair the debate
- Produce, film and edit the entire piece, with your branding included
- Promote the video via *Place North West*, *Place Yorkshire*, or *Place North East* newsletter, websites, social media and YouTube channels

**£6,000 +VAT (plus cost of room hire if required)**

### Video fireside chat

- We will source a guest or client of your choice to join the discussion
- Host a briefing meeting to discuss themes
- Filmed in advance of UKREiiF or on location in Leeds
- Chair the discussion
- Send directly to our 14,000+ combined Northern newsletter subscribers
- Promote across LinkedIn, Twitter and Youtube

**£2,500 +VAT**

### Video commentary

- We will work collaboratively with you to produce questions
- Film, edit and promote with your branding included
- Source a filming location
- Feature your video in the *Place North West*, *Place Yorkshire*, or *Place North East* newsletter sent directly to our subscribers
- Promote widely across our social media channels

**£1,750 +VAT**



## UKREiiF Editorial Sponsorship

Position your brand in front of our readers, 70% of which are manager level or above, during the busy UKREiiF period, and land directly in the inboxes of our combined 14,000+ Northern subscribers.

### What you get

A unique opportunity for **one** business per publication to promote its brand and opinion throughout UKREiiF via a number of different channels.

### Before UKREiiF

- A branded advertorial piece on either *Place North West*, *Place Yorkshire*, or *Place North East* websites, including links and images sent out via a newsletter to our loyal subscribers
- A month of website banner advertising on either *Place North West*, *Place Yorkshire*, or *Place North East* during May 2024
- Social media announcements of your sponsorship across Twitter and LinkedIn

### During UKREiiF

- Branded 'In association with' alignment to every editorial report on the relevant *Place North* website for the duration of UKREiiF
- Branded special report, acting as a contents page for all your branded UKREiiF articles
- Unique branded mid-page advert on either *Place North West*, *Place Yorkshire*, or *Place North East* websites, linked to the contents page of your branded UKREiiF articles
- Regular promotion of your brand on social media during the UKREiiF period
- Introductions to pre-selected *Place North* contacts

### After UKREiiF

- 'In association with' alignment to any UKREiiF-related follow-up editorial
- Analytics report of engagement with your branded content

**£4,000+VAT**



## UKREiiF Partner Package - limited to 15 partners

Maximise your UKREiiF presence by taking advantage of both our engaged readership and the large attendance of those that are at UKREiiF in person.

### What you get

- Website banner advertising on either *Place North West*, *Place Yorkshire*, or *Place North East* websites throughout the month of May
- Written Comment Piece for publication on either *Place North West*, *Place Yorkshire*, or *Place North East*, and featured in a dedicated newsletter sent directly to our engaged subscribers
- Two tickets to our UKREiiF Drinks Reception on Tuesday evening
- Logo inclusion in editorial updates on our 2023 UKREiiF partners page
- Social media announcement of your partnership across our Twitter and LinkedIn

**£1,750+VAT**



## Local Authority Packages

Promote your UKREiiF packages, messages, launches and plans using *Place North's* access and reach into the Northern property community.

Packages are flexible to suit your needs, and can include:

**EDITORIAL SUPPORT FOR ANNOUNCEMENTS**  
**FILMED INTERVIEWS / ROUNDTABLES**  
**EMAIL MARKETING CAMPAIGN**  
**WEBSITE BANNER ADVERTISING**

An example campaign might include

### Before UKREiiF

- Direct email campaign to our subscribers, to promote your UKREiiF packages to our property readers and widen your delegation
- Filmed roundtable of a discussion capturing the message and plans you want to promote for UKREiiF 2024
- Banner advertising on relevant *Place North* website
- Social media amplification via *Place North* channels

### During UKREiiF

- Editorial coverage of your major news, announcements and events
- Video fireside chat with your partners and hosted by a member of our editorial team
- Invitations to high-profile events
- Website banner advertising during UKREiiF on *Place North West*, *Place Yorkshire*, or *Place North East*

### After UKREiiF

- Social media promotion of your activity
- Filmed roundtable archived on the relevant *Place North* website

Cost dependent on level of activity





## Online Opportunities

Target our readers during one of our busiest weeks of readership and align your brand to this national property event.

### Comment Piece

One-off branded article with author details, photograph and logo on the website

- Feature in the *Place North West*, *Place Yorkshire*, or *Place North East* newsletter
- Promote a particular message
- Raise the profile of a specific team member
- Can include links, video, and imagery

**£1,250+VAT**

### Website + Newsletter Banner Advertising

Use our platform to get your brand in front of engaged readers during UKREiiF, with banner advertising across any of our three websites and newsletters.

- *Place North* adverts featured in newsletters sent directly to 14,000+ combined subscribers
- Combined website views of more than 250,000 professionals each month

**£1,000+VAT (website banner ads only)**

**£1,750+VAT (website + newsletter combo)**

*Prices are per month*





# **NORTH Place**

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