



Bee in the City

Sponsorship opportunities
We invite you to Bee involved



beeinthecitymcr.co.uk
#beeinthecity

Created in Manchester by:



MANCHESTER
CITY COUNCIL

In support of:



What's the buzz about?

Sir Richard Leese, CBE
Leader, Manchester City Council

For more than 150 years the bee emblem has symbolised the industrious, creative and energetic spirit of Manchester and its people. In summer 2018, the bee will also inspire one of the most spectacular and ambitious art projects the city has ever seen – Bee in the City.

Building on Manchester's international reputation for innovation – and the key strategic role that culture plays in the social and economic life of the city – the City Council is working with Wild in Art to develop a mass participation public art event of over 80 individually designed giant Bee sculptures, making a trail for both residents and tourists to enjoy.

The trail will be created for and by Manchester – with regional artists designing the sculptures and the city's schools and community groups taking part. The project makes art completely accessible to everybody, fostering a shared sense of cultural identity and promoting health, happiness and wellbeing. We are confident that Bee in the City will inspire all our local communities to have fun making something extraordinary for Manchester.

This is your organisation's opportunity to join us by pledging support for Bee in the City.

Top photo by: Jody Hartley
Right: Read Manchester BookBenches. Photo by: Mauro B Camal



Bee involved
Bee connected
Bee in the City



Snowdogs by the Sea
Photo by: Simon Dack/ Vervate

Sally-Ann Wilkinson
Director, Wild in Art

Wild in Art has a track-record of delivering world-class events that have a major positive impact on local economies and raise significant funds for charitable causes. As we celebrate our 10th anniversary in 2018, we are so pleased to have the opportunity to mark it by presenting this special event in our home city. We have created one of our most ambitious sculptures to-date and we can't wait to see the designs that emerge from the city's super-inventive artistic community.

Next year, just about everybody will want to be part of the buzz around Manchester. Many thousands of visitors will walk the trail, talk about the trail and share photos and personal highlights on social media. There are many exciting ways to benefit from creative collaborations with us. Don't miss the chance to join us!



"The Lord Mayor of Manchester's charity – We Love MCR Charity improves the lives of Manchester people. Our aim is to support the residents of Manchester to reach their full potential, helping to bring positive benefits to communities throughout the city. We are thrilled to be the official charity of Bee in the City and hope that you get involved with it and support us."

Councillor Eddy Newman
Lord Mayor of Manchester and
Chair of Trustees of the We Love
Manchester Charity Appeal Trust

welovemcrcharity.org

Why a Bee?

The worker bee is one of the best known symbols of Manchester. Unique to the city, it has been an iconic part of Manchester's coat of arms since 1842 and has become synonymous with Manchester's indefatigable spirit of enterprise and industriousness.



Bee in the City sculpture designed by Chris Wilkinson, Wild in Art Creative Director. Artwork by artist Jodie Silverman. Photo by: David Oates Photography

A worker bee is a member of the honey bee species and is not to be confused with the larger, more rotund bumble bee. The phrase 'busy as a bee' originated from the relentlessly energetic activities of the super-charged worker bee.

Celebratory storyteller

The city's heraldic worker bee tells a good story because its journey has been colourful, historic, lively, proud and uniquely Mancunian.

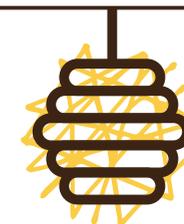


Explorer

The bee is dynamic, active and always on the move – and will encourage residents and tourists to get busy and find all the sculptures.

Conservation

The beleaguered bee population is struggling globally due to changes to the environment and to the bees' habitat. The trail and the associated learning programme will bring to life these important environmental and conservation messages.

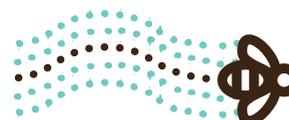


On trend

In response to the environmental challenges facing bees, bee-keeping and natural planting are becoming more popular. Bees have long-featured in design, architecture and art as strong, diligent symbols of regeneration and of nature at its most productive.

Super properties

The super-powered 'liquid gold' that bees produce boasts several medicinal benefits that have been documented since ancient times.



Respected

The virtues of bees have been extolled throughout the ages including in philosophy, science, art and literature.

How it works...

Bee in the City will connect corporate, public and community partners around the city – providing a new and uniquely creative avenue for collaboration.

Businesses, community groups and education establishments are invited to sponsor a blank worker Bee sculpture – ‘the canvas’.

Over eighty individually designed Bees will go on display through streets, parks and public spaces across Manchester taking people on a bee-autiful journey of discovery.

Artists – well-known, emerging and as yet, undiscovered are invited to submit designs which are presented to sponsors who select their own unique piece of artwork. The successful artists are commissioned to customise each sculpture.

Schools and colleges will also join in the fun, adopting and designing their own smaller, Bee sculptures whilst engaging in a city-wide learning programme.

Creativity through art can do many things including connecting communities, celebrating diversity and allowing people a collective and an individual voice. Bee in the City will give **community groups** the opportunity to work with a local artist to create their own Bee which will be displayed as part of the trail and returned to the community as a legacy of the project.

Residents and visitors will explore the trail using the Bee in the City app, which will help them navigate around the city, discover new places and unlock exciting sponsor rewards – generating phenomenal levels of engagement and interaction.

At the end of the trail the colony will come together for a special farewell, giving people a last chance to see the Bees, take their final ‘selfies’, meet some of the artists who created them and maybe even choose one to bid for at the Auction!

After the event, the Bees will take centre stage at the glittering Auction in October 2018 to leave a lasting legacy for various local charitable causes via The Lord Mayor’s We Love MCR Charity (The Lord Mayor of Manchester’s Charity Appeal Trust, registered charity number 1066972).

Bee in the City - timeline



How sweet is this event for Manchester?

This exceptional event will:

Be one of the largest mass-participation public art events ever held in Manchester.

Include over

80
sculptures

designed by artists, forming a trail throughout the city



Attract over

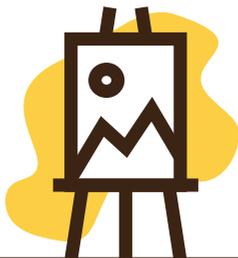
1m

visitors across 9 weeks

Engage the business community



Showcase regional and local artists



Generate a media AVE of over

£1m

through national and regional media coverage

Raise in the region of

£300k

for The Lord Mayor's We Love MCR Charity



Create social media engagement of over

2m



Generate an estimated economic impact of

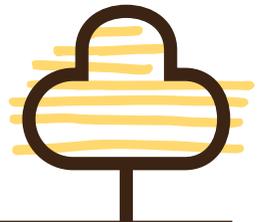
£20m

Generate over

5m

interactions via the Bee in the City app

Promote health and wellbeing and get people active



Involve community groups and volunteers



Engage

30,000

school children in a curriculum related learning project

Did you know that people who take part in the arts are 38% more likely to report good health?

Cultural Learning Alliance, Key Research Findings: the value of cultural learning, 2017

Bee the buzz about town

Get involved with this unique and innovative opportunity to promote your business; drive customers to your door and support a much loved local charity.

Sponsorship of Bee in the City is an unprecedented business development opportunity. Our sponsorship packages offer an excellent return on investment, and are tailored to your objectives and budget, so you can support what will be a hugely popular event. If activated well, all our sponsors will be able to demonstrate that it:

Raised their profile in the city

Gave them direct access to new customers

Facilitated new key stakeholder relationships

Realised their corporate responsibility objectives and raised money for The Lord Mayor's We Love MCR Charity

There will be other benefits such as: engendering employee loyalty; helping to promote health and wellbeing; being part of something that creates family-friendly fun and community cohesion whilst showcasing the creativity of Manchester.

All our sponsors will enjoy:

12 months association with a high profile and media friendly event

Bee sculpture sponsorship – logo on sculpture plaque and adoption certificate

Brand profile and positioning

Product and service integration through trail app and events

Stakeholder engagement opportunities

Relationship building opportunities with other Bee in the City sponsors

All our sponsors will be invited to key events and will be supported by our team of account managers.

Sponsorship of the Manchester Bees ranges from £7k to £70k depending upon the rights and benefits.

The Big Sleuth, 2017
Photo by: Daniel Graves Photography

Bee a sponsor

Packages and benefits

Presenting Partner

£70k

Our Presenting Partners will benefit from the highest level of sponsorship and will enjoy an unprecedented level of marketing and PR exposure. We will work closely with you to tailor your activation to your own business specific needs and exceed your targeted return on investment.

We want to hear from organisations that see this as a business development opportunity and want to work with us to ensure that Bee in the City creates a huge buzz next summer.



The Big Hoot, 2015
Photo by: Daniel Graves Photography

Benefits will include:

One of a maximum number of two Presenting Partners

Official designation as a Presenting Partner

All above the line marketing exposure – logo to be present on all marketing and advertising collateral (digital and print) including all large sculpture plaques and city/gateway dressing*

3 large Bee sculpture sponsorships and priority art selection

Bespoke product/service activation through the Bee in the City app and Bee related events

Speaker opportunities at high profile Bee in the City events

VIP tickets to Bee in the City events

Dedicated account manager and a full evaluation report post event

Opportunity to upgrade to Learning, Community or Volunteer Partner

Access to social media channels

All prices exclude VAT.
*Schedule to be agreed.

Bee a sponsor



Packages and benefits

Official Supporters

£25k

Our official supporters will be actively involved with getting the Bees onto the streets and helping to accommodate our artists and events. This category will be able to contribute budget relieving value in kind support.

Benefits will include:

One of a maximum number of eight Official Supporters

Official designation as an Official Supporter

Marketing and brand exposure – logo to be present on all large sculpture plaques

Bee sculpture sponsorship, logo and descriptor on your Bee's plaque and priority art selection

Bespoke product/service activation through the Bee in the City app and Bee related events

VIP tickets to Bee in the City events

Enhanced relationships with key stakeholders including other Bee in the City supporters

Account management support

Bee Sponsors

£7k

Individual sculpture sponsorship of a Bee will enable you to support this initiative in a very personal way and is available to all Manchester businesses and individuals.

Benefits will include:

12 month association with a high profile and media friendly event

Marketing and brand exposure – logo and descriptor on your Bee's plaque, adoption certificate

Logo on the Bee in the City website

Logo on the Bee in the City app, plus product/service integration with the app rewards

VIP tickets to Bee in the City events

Enhanced relationships with key stakeholders including other Bee in the City supporters

Account management support

Learning/Community/ Volunteer Upgrade

Price on application

The opportunity to become a sponsor of our learning, community and volunteer programmes will be made available in the first instance to our Presenting Partners.

Benefits will be bespoke for all programmes and will include branding on the learning programme Bee plaques and associated learning resources, speaker opportunities at events and the opportunity to train and outfit the Bee in the City volunteers.

Community Bees

Opportunities exist for businesses to support 10 community projects. This involves community organisations working with professional artists to collaboratively create designs for and decorate a bee sculpture that will be included on the main trail. These sculptures will not be auctioned, but will remain in the communities that helped create them as a legacy.

For more information on this strand of the project contact hello@beeinthecitymcr.co.uk

Our sponsorship packages offer an excellent return on investment, and are tailored to your objectives and budget, so you can support what will be a hugely popular event.

Bee a key part of a city-wide, long-lasting event that raises civic pride, delights the whole city and drives Manchester's feel-good factor.

There are a limited number of Bees looking for sponsors and they will be allocated on a first come first served basis, so get in touch with the Wild in Art team now!

Don't just take our word for it...

Birmingham 2017: The Big Sleuth

"London Midland was proud to be a presenting partner of The Big Sleuth in 2017. During the ten week event thousands of people took to The Big Sleuth trail with maps and the trail app, spotting bear sculptures and taking snaps and selfies as they went. Feedback from our customers and staff has been genuinely heart-warming and we are confident that our activation has resulted in an increase of leisure travellers into the region."

— Richard Brooks Commercial Director, London Midland

Birmingham 2015: The Big Hoot

"It has been a fantastic experience and we are very pleased to have been involved as a sponsor. We were delighted with our owl's design, which we chose because it had synergy with our business type and brand values. The quality of the finished piece surpassed our expectations."

— Nick Trueman PR Manager, The West Brom

Brighton 2016: Snowdogs by the Sea

Snowdogs by the Sea saw more than **40 individually designed Snowdog sculptures** on display throughout Brighton and Hove during autumn 2016. The trail generated an economic impact of **£10.1m** of which **£7.53m was new money.**

Tyne and Wear 2016: Great North Snowdogs

"The enthusiasm for the Snowdogs was palpable across the entire region - being seen to be involved in the project was definitely a talking point for staff. Outside of the Newcastle property scene there might be many portions of local society who wouldn't have a clue who Quorum are - now we're firmly on the map..."

— Quorum Business Park, Newcastle-upon-Tyne
Snowdog sponsor and host location

Top: The Big Hoot, 2015. Photo by: Daniel Graves Photography
Left: Snowdogs by the Sea. Photo by: Simon Dack, Vervate



About Wild in Art

Wild in Art is one of the leading producers of spectacular, mass-appeal public art events which connect businesses, artists and communities through the power of creativity and innovation.

Since 2008 Wild in Art has animated cities across the world including Sydney, Melbourne, Cape Town and São Paulo, and created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Random House.

Wild in Art events have:

Attracted over 7 million additional visitors to host cities across the UK and worldwide

Contributed over £1.2m to local creative communities

Enabled over £10m to be raised for charitable causes

Engaged over 500,000 young people in creative programmes

Helped millions of people of all ages to experience art in non-traditional settings.

For further information about Wild in Art, visit wildinart.co.uk / [@wildinart](https://twitter.com/wildinart)



London 2012 Stroll Discovery Trails
Photo by: Stephen King Photography

Get in touch

There is a team of experienced professionals at Wild in Art who look forward to discussing your involvement. Please call:

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#beeinthecity

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registered charity
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