



Key Marketing & Communications Milestones for Sponsors and Partners

- **W/C 7 May**
 - **Arena memorial - BITC media statement** communicated to sponsors/partners clarifying that BITC is raising funds for The Lord Mayor of Manchester's We Love MCR Charity in support of local communities and improving the lives and life chances of Manchester residents - **not the Arena Emergency Fund.**
 - **Learning Programme announced** - press release/ school assembly photos circulated
- **W/C 21 May tbc**
 - Opportunity for **sponsors to visit the Painting Space** - social media opportunity
- **W/C 29 May**
 - **E-newsletter to go out** - thereafter, they go out roughly monthly pre-trail and two-weekly during the event. Whilst content is covered for the first newsletter, for forthcoming newsletters please submit your content ideas and campaign timeframes (via your Bee in the City Account Manager or via marketing@beeinthecitymcr.co.uk) and we will do our best to give them a timely mention.
- **29 May**
 - **Artists announcement** - media release issued
 - 29 May - early June: press/broadcast/media invited to attend the painting space.
- **1 June**
 - **Sponsor descriptions/logos collated** and ready for plaque artworker
 - Deadline for sponsors/partners to provide their **app reward copy**

Wild in Art Ltd

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Created in Manchester by:



MANCHESTER
CITY COUNCIL

In support of:



The Lord Mayor of Manchester's Charity Appeal Trust, registered charity number 1066972

- **8 June**
 - Sponsors to receive **first proof of their plaques**
- **11 June**
 - **Community programme announcement** - media release issued
 - **Souvenir Guide advertising booking deadline** for sponsors/partners
- **12 June**
 - **Sponsors amends to plaques** to be submitted
- **14 June**
 - **Final sign-off** for sponsors' plaques
- **21 June**
 - **Month to go before trail is live! Location teaser highlights press release** - details tbc
- **29 June**
 - Big Bee photographs shared with sponsors/partners/groups (**but can't be publicised until the trail goes live**)
- **2 July**
 - **Souvenir Guide artwork deadline** for sponsors/partners who have booked adverts
- **4 July**
 - **Hive of Creativity Festival** - official launch of the Learning Programme with an activity day for participating schools/education establishments. Key press and media will be invited.
- **W/C 9 July & W/C 16 July**
 - **Trail Maps ready for sponsors/partners to collect** (details will be confirmed e.g. quantities and where to collect from)
- **18 July**
 - **Event launch - VIP preview** in the Painting Space at Mayfield; a chance for sponsors/partners and invited press and media to see all the Bees before the trail goes live to the public
 - **Sponsor branding opportunities** will be confirmed in advance
 - **App live date** - social media activity opportunities
- **W/C 23 July**
 - ***Trail goes live - Launch week***
 - Press and media photo opportunities throughout the week

- **27 July**
 - **Well Pharmacy's Feel Good Fridays** - pop by for free family fun. Bee active for 30mins at midday, **every Friday during the art trail** in the historic setting of Castlefield

- **28/29 July**
 - CityCo **Bee in the City Weekender** market - Bee in the City stall

- **W/C 30 July**
 - ***Health and Wellbeing week***

- **2 August**
 - **Corporate Challenge at Manchester Central** - if you're a sponsor who 'means business' or a partner 'up for a challenge', we invite you to submit teams of 4 for this epic battle of the Bee seekers!

- **W/C 6 August**
 - **Souvenir Guide delivered**
 - ***Environment and Bee Conservation week***

- **W/C 13 August**
 - ***Art, Music and Culture week***

- **W/C 20 August**
 - ***Freedom week***

- **W/C 27 August**
 - ***Science, Technology and Innovation week***

- **W/C 27 August**
 - Press and media announcement of **location for Farewell Weekend**
 - **Invites to VIP Farewell event** issued to sponsors/partners and invited press & media

- **W/C 3 September**
 - ***Celebrating Manchester week***

- **W/C 10 September**
 - ***We Love MCR Charity week***

- **W/C 17 September (trail finishes 23 September)**
 - ***Last chance to Bee in the City week***

*Opportunities for sponsors and partners to connect their own social/press & media activity to these themes. BITC will share which press and media are likely to cover this theme.

- **23 Sept**
 - **Trail finishes**

- **12 - 14 Oct**
 - **Farewell Weekend**
 - **12 October VIP event**

- **17 Oct**
 - **Auction**

- **18/19 Oct**
 - **Auction key headline stats issued** to press and media / social media
 - **Thanks to all sponsors/partners** - social media

- **December**
 - **Legacy - press release issued with event stats and successes** - opportunity for sponsors and partners to contribute