

Rochdale Women's Enterprise Network Presents

# MADE IN ROCHDALE 2007

A Showcase for Women in Business in Rochdale

## Sponsorship Opportunities

The **"MADE IN ROCHDALE 2007"** Trade Fair is an exhibition to showcase Women's Business in Rochdale. The event, organised and supported by the Women's Enterprise Initiative, is due to be held in March 2007 at the Rochdale's iconic Town Hall.

The overall aim of the **"MADE IN ROCHDALE 2007"** Trade Fair is to raise the profile of women led businesses and enable them to meet potential customers. The overall aim of the Women's Enterprise Initiative, which helps to promote independence and self-belief amongst women, by helping them to become entrepreneurs and set up their own business, is to arm these businesses with the marketing and presentational skills to promote their businesses in a professional manner at a high profile event.

Neighbourhood Renewal Fund, European Regional Development Fund and Revitalising Inner Rochdale Single Regeneration Budget fund the Women's Enterprise Initiative; but in order for it to make it a really successful event we are seeking sponsorship from commercial sources.

The **"MADE IN ROCHDALE 2007"** Trade Fair has proven to be an exceptional platform to profile your organisation, as it reaches both the business community and the general public of Rochdale and surrounding areas. Choose from our comprehensive and flexible range of sponsorship options, to enjoy the corporate branding associated with this popular event, and to network with the targeted audience of new and pre start women led businesses.

Extensive promotion will be undertaken within Rochdale and surrounding areas by means of advertising, editorial and press releases in selected newspapers, publications and websites in the months leading up to the event. In addition the **"MADE IN ROCHDALE 2007"** show guide will be an important marketing and reference tool.

Advertisements in the:  
Rochdale Observer  
Middleton Guardian  
Heywood Advertiser  
Rochdale Preview  
Local Matters  
Asian Leader  
Business Connections

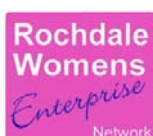
Rochdale Football Club  
Healey Local Directory  
Norden Directory  
Bamford Directory  
Heywood Online  
Oldham Online  
Rochdale Online

html banners to start in December announcing the event on Rochdale Women's Enterprise Network website

Banner advertising and press releases on Rochdale Online attracting over 30,000 visitors a month

Every company has different aims and objectives when participating in an event, so we are happy to offer specifically tailored packages to suit a range of budgets.

Please feel free to ring the Women's Enterprise team for more details on 01706 753656



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## **"MADE IN ROCHDALE 2007" Exhibitor Badges Sponsor**

Guideline Sponsorship cost: £2,000.00

Every exhibitor at the event will be required to wear a badge at all times.

### **"MADE IN ROCHDALE 2007" Exhibitor Badges Sponsorship includes:**

- 50 word company profile & logo on the official Rochdale Women's Enterprise Network website
- 50 word company profile & logo in the Show Guide
- Logo on advertising material publicising the event
- Sponsor to receive Show Guides for own promotional purposes
- Reciprocal web link to sponsor's homepage from Women's Enterprise Initiative website
- Sponsor's Logo featured on the back of every badge
- Sponsor's message on the back of every badge (subject to organisers approval)
- Sponsor branded ID necklaces handed to every exhibitor and business visitor at registration. Produced and distributed by organisers.
- Additional Sponsor branding in the room where the exhibition is being held (to be provided by the sponsor – optional)
- One Car Parking Pass allocated to the organisation

## **"MADE IN ROCHDALE 2007" Refreshment Sponsor**

Guideline Sponsorship cost: £2000.00

Refreshment breaks are a key service during the Trade Fair, allowing exhibitors to refuel, discuss the event and enjoy networking time.

### **"MADE IN ROCHDALE 2007" Refreshments Sponsorship includes:**

- 50 word company profile & logo on the official Rochdale Women's Enterprise Network website
- 50 word company profile & logo in the Show Guide
- Logo on advertising material publicising the event
- Sponsor to receive Show Guides for own promotional purposes
- Reciprocal web link to sponsor's homepage from Women's Enterprise Initiative website
- Opportunity to make a Welcome Speech
- Additional Sponsor branding in the room where the exhibition is being held (to be provided by the sponsor – optional)
- Signage with "Refreshments sponsored by..." on display in the refreshment area
- Additional Sponsor give-aways in the refreshment area (to be provided by the sponsor – optional)
- One Car Parking Pass allocated to the organisation



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## **"MADE IN ROCHDALE 2007" Visitors Pack Sponsor**

Guideline Sponsorship cost: £4000.00

The visitors pack will be presented to all business visitors when registering at the event. You can also include your literature to ensure you get your message across as well as your branding.

### **"MADE IN ROCHDALE 2007" Visitors Pack Sponsorship includes:**

- 50 word company profile & logo on the official Rochdale Women's Enterprise Network website
- 50 word company profile & logo in the Show Guide
- Logo on advertising material publicising the event
- Sponsor to receive Show Guides for own promotional purposes
- Reciprocal web link to sponsor's homepage from Women's Enterprise Initiative website
- Opportunity to make a Welcome Speech
- Additional Sponsor branding in the room where the exhibition is being held (to be provided by the sponsor – optional)
- Additional Sponsor branding in the reception area (to be provided by the sponsor – optional)
- Corporate literature can be included in the Visitors Bag (subject to organisers' approval)
- One Car Parking Pass allocated to the organisation

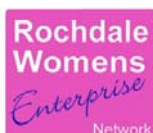
## **"MADE IN ROCHDALE 2007" Show Guide Sponsor**

Guideline Sponsorship cost: £2000.00

The visitors pack will be presented to all business visitors when registering at the event. You can also include your literature to ensure you get your message across as well as your branding.

### **"MADE IN ROCHDALE 2007" Show Guide Sponsorship includes:**

- 50 word company profile & logo on the official Rochdale Women's Enterprise Network website
- 50 word company profile & logo in the Show Guide
- Logo on advertising material publicising the event
- Footer with "Show Guide sponsored by..." in the Show Guide
- Sponsor to receive brochures for own promotional purposes
- Reciprocal web link to sponsor's homepage from Women's Enterprise Initiative website
- Additional Sponsor branding in the room where the exhibition is being held (to be provided by the sponsor – optional)
- One car parking pass allocated to the organisation
- One Car Parking Pass allocated to the stand



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## Business Advisors

Guideline cost: £150.00

Booking an Exhibition Stand gives you a visible location at the event where you can meet your target audience, greet established customers, talk to potential new clients and ultimately generate new leads.

There is room for approximately 6 stands. Space will be allocated on a first come, first served basis – 6m<sup>2</sup> per stand. Stands to be provided by the organiser.

### The Exhibition Stand Package

50 word company profile & logo on the official Rochdale Women's Enterprise Network website

50 word company profile & logo in the Show Guide

Business Advisors to receive brochures for own promotional purposes

One Car Parking Pass allocated to the stand.

