



HOW TO BECOME INVOLVED

There is a wide range of opportunities for businesses and organisations to become involved. These range from sponsorship of an individual cow – or a herd – to the creation of a specially designed feature cow or a bespoke project that might involve your staff or stakeholder groups with whom you do business.

Whatever your corporate and marketing objectives, there is a team of people experienced in event management, sponsorship, public relations and marketing who will explore the many exciting opportunities to ensure that your association with CowParade Manchester fulfils your objectives and is both rewarding and memorable.

CowParade Manchester will revolve around creative partnerships. This is a unique opportunity for your company to be involved with an event which will bring together the business and creative sectors with local communities to celebrate the spirit of fun, creativity and economic renaissance for which Manchester is internationally renowned.

A. Cow Sponsorship

Sponsors of individual cows will be given the opportunity to choose from a portfolio of the most creative and imaginative cow designs submitted by the North West's leading professional and amateur artists and designers.

Official Sponsors will receive:

- ⊙ Sponsored cow positioned in a prime city centre location for 3 months
- ⊙ Acknowledgement and name on the plaque attached to the base of the cow
- ⊙ Acknowledgement in CowParade Manchester's full colour Parade Guide and Souvenir Book

- ⊙ Company profile through CowParade Manchester 2004's comprehensive PR and marketing programme
- ⊙ Permission to use the words "CowParade" and "CowParade Manchester 2004", the CowParade logo and image of your cow (with the written approval of CowParade Manchester Ltd) up until 31st December 2004 for your own marketing/promotional purposes
- ⊙ Company name and profile with hyperlinks on the official CowParade website (www.cowparade.com receives in excess of 2 million page views per year)
- ⊙ Invitations to the CowParade Manchester 2004 Opening Event
- ⊙ Invitations to the Gala Auction in October 2004
- ⊙ 10% discount on sponsorship fee for subsequent CowParade events

Fee: £5,000 plus VAT. This includes artists and planning fees, public liability insurance and the siting of the Cow pre and post exhibition.

CowParade Manchester is also seeking in-kind support from companies who can assist with transportation and arts materials together with the provision of a public painting space for the artists to paint their cows in the run up to the Parade, together with a cow hospital.

B. Cow Patronage

The Cow Patronage Scheme is designed to make this event distinct and unique to Manchester and the North West. It will feature a number of special projects highlighting the cultural diversity of our communities together with showcasing the wealth of creative talent across the region.

These projects will be developed in collaboration with yourselves and could range from engaging an artist in residence to work with a specific group in your local business area; commissioning an artist or designer to work alongside your employees or engaging artists from any artistic medium to interpret your brand or corporate values on a specially designed cow (no logos allowed)

We are delighted to be working with organisations like Arts Council North West and Arts & Business who – subject to eligibility – are providing additional funding to ensure that every opportunity is taken to maximise the creative, economic and social benefit to business, the arts and our communities.

In addition to the package described in the Cow Sponsorship Scheme, Cow Patrons will receive additional benefits reflecting the level of commitment and investment in their unique project.