

# MATCH FUNDING

## MARKETING OPPORTUNITIES

Thank you for bringing your event to M&S Bank Arena Liverpool. Our in-house marketing team is here to help raise awareness of your event and maximise ticket sales.

New for 2023, we have now launched our match funding scheme, which ensures that we are helping to increase the reach and awareness of your event.

**EMAIL**  
SUBSCRIBERS **280,000**



**119,000**  
FACEBOOK LIKES



**96,000**  
TWITTER FOLLOWERS



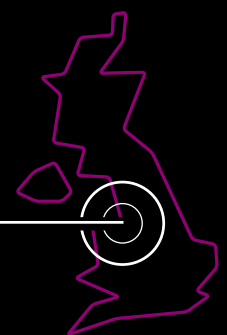
**20,000**  
INSTAGRAM FOLLOWERS

**3.3M**

ANNUAL WEB VISITORS

MARKETING REACH  
ACROSS ENTIRE

**NORTH WEST  
ENGLAND**



**1.25M**

ANNUAL FOOTFALL TO OUR SITE



# HOW IT WORKS

Our core activity is free of charge. From there you can build your own campaign using the packages provided and we will match every penny you spend. If you need advice on what would work best for your event, our marketing team are here to support you every step of the way, from announcement through to event day.

## CORE PACKAGE

## ADDITIONAL PACKAGES



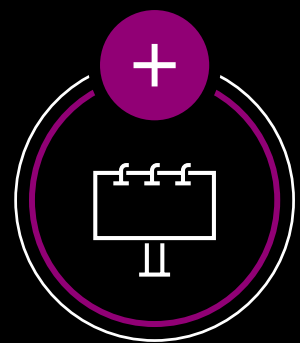
**GRASS  
ROOTS**



**DIGITAL  
ADVERTISING**



**PRINT  
ADVERTISING**



**OUTDOOR  
ADVERTISING**

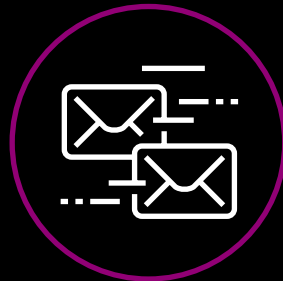
# CORE PACKAGE

We offer the below promotional activity free of charge.



## PRESS RELEASE

Press release circulated to over 100 media contacts at announcement and further releases created subject to content



## EMAILS

Announcement email and inclusion in weekly multi-show email



## ON-SITE PRESENCE

Display on digital screens around site



## ORGANIC SOCIAL MEDIA

- Organic social media from announcement until day of show
- Please provide content to complement your own posts and make us aware of relevant promotional activity



## WEBSITE PRESENCE

- Homepage presence at on sale
- Event page on [mandsbankarena.com](http://mandsbankarena.com)



## SOCIAL ADVERTISING

For every new show announced we spend £250 on social advertising for the general sale

# ADDITIONAL OPPORTUNITIES

## GRASS ROOTS

60x40 Legal Flyposters  
(printing included)

A3 poster/A5 or DL Leaflet  
distribution (please provide creative)

Value - £750

£375

## PRINT ADVERTISING

Full Page regional Metro ad  
OR Half page Liverpool Echo Ad

Value - £600

£300

## DIGITAL BASICS

£250 Social ad spend  
£250 Google retargeting

Value - £500

£250

## DIGITAL ENHANCED

Social ad spend, Google  
retargeting, PPC, Google display,  
Metro/Echo Display

Value - £1000

£500

Prices are subject to change depending on market rates.

# ADDITIONAL OPPORTUNITIES



## OUTDOOR CENTRAL

Central Screen slot 2 x payday weekends **OR** D6 screens 30k impressions (2 weeks)

Value - £1,500

**£750**



## OUTDOOR COMMUTER

2 x D48 slot (2 weeks) **OR** 15 x rail 4 sheets (2 weeks)

Value - £1,500

**£750**



## EXCLUSIVE OUTDOOR\*

Artist wall on exterior of arena for 3 months **OR** one of 8 shows on large walls at 3 regional shopping centres & exclusive shopping centre lift advertising (weekly footfall of 140k, lasts until show)

Value per option - £2,000

\*subject to availability

**£1,000**

Prices are subject to change depending on market rates.