



# MANCHESTER HISTORIES

Connecting people through histories and heritage



MANCHESTER HISTORIES FESTIVAL 2022

## THE HISTORY OF CLIMATE CHANGE

PAST >>> PRESENT >>> FUTURE

Wednesday 8 – Sunday 12 June 2022

# Partnership Opportunities

# About Manchester Histories

**Manchester Histories is an award-winning charity that works collaboratively to reveal, share, and celebrate Greater Manchester's diverse histories and heritage. We connect people to explore the past and shape the future through histories and heritage.**

We are proud to celebrate the diversity, creativity, ingenuity and social principles of the people of the 10 Greater Manchester districts. Our engagement with histories and heritage empowers people, both as creators and audiences, by recognising and valuing their stories.

We develop our work in partnership with communities, academics, volunteers, artists and organisations, so our work manifests itself in response to the people we work with and for. As a result, Manchester Histories creates work that is innovative, creative and different.

We deliver a yearlong public and community engagement programme and host the biennial Manchester Histories Festival.

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***We believe that history belongs to everyone. Each one of us has a story to tell and a history to relate, and every person's and every group's history matters.***

Professor Hannah Barker  
Chair of Manchester Histories

Manchester Histories is renowned for exploring histories and heritage in new ways, of taking a past, present and future view and for the work that it does collaboratively with communities and grassroots organisations.

This will be the seventh festival that it has organised, with each taking a different, but very specific Manchester focus, such as the 200th anniversary of the Peterloo Massacre in 2019 and a digital exploration of the 50th anniversary of the Chronically Sick and Disabled Persons Act (1970) in 2020.



# Manchester Histories Festival 2022

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**Manchester Histories Festival 2022 will focus on the History of Climate Change to encourage an understanding of the history of environmental issues and climate change to inspire people to look at ways that they can take action for a better future for all.**

Communities will be connected, stories will be shared, ambitions will be discussed, creativity will be showcased and steps towards change will be collectively taken. Spanning across Greater Manchester participating venues will include Gorton Monastery, Manchester Central Library, Gallery Oldham, and Angel Meadow Park.

## Opportunities to support the festival

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**Our packages offer a variety of unique and valuable benefits to our partners. Whilst clearly defined packages are available, bespoke packages or smaller contributions would also be welcomed to meet your marketing, brand or social responsibility aims and objectives.**

Our packages are designed to ensure that you gain maximum benefit from your relationship with Manchester Histories.



**Bringing sponsorship and brands together can create meaningful experiences for both partners and audiences. Manchester has always been a city of progress, innovation and action and we believe that as the birthplace of the Industrial Revolution there couldn't be a better place to try and use the power of history to inspire a brighter future for the environment. We welcome the business community to help support us with this quest.**

Karen Shannon  
CEO, Manchester Histories & Honorary Research Fellow at University of Manchester

# Sponsorship packages include

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## **Manchester Histories Festival Sponsor £10,000**

With an audience of over 38,000 attending the 2018 festival and over one million taking part in the Peterloo 2019 programme, Manchester Histories Festival provides you with the opportunity to reach tens of thousands of people. Not only will your brand be in key venues across Greater Manchester it will also be seen on photographs used in our social media and marketing campaigns.

## **Manchester Central Library Programme Sponsor £5,000**

Manchester Histories Festival is taking over Manchester Central Library's Performance Space with a vibrant and varied daily programme of performances, talks, workshops, film screenings and showcases. Manchester Central library is officially the most visited library in the UK. The programme will also be live-streamed, so your brand will reach a global online audience as well as everyone who enters the building to use the library.

## **Opening Evening Sponsor £5,000**

Support the opening night of the festival, which will showcase a host of young people commissioned to respond to climate change past, present and future. The evening provides a great networking opportunity to meet key partners and special guests, and for your brand to be central to the grand opening of the festival programme.

## **Celebration Day Sponsor £5,000**

Place your brand in Manchester's iconic Gorton Monastery on our Celebration Day attended by over 4,000 people and containing 50 exhibitors from key cultural venues and organisations. Celebration Day also brings people together for a host of exhibitions, talks, film screenings, workshops, and performances.

## **Angel Meadow Park Community Fun Day Sponsor £5,000**

This unique event will focus on the history of food & drink and its impact on climate change. Taking place in one of Manchester's most historic small parks, the event will provide you with the opportunity to place your brand in a bustling environment filled with food vendors, stalls, performances and talks from across the globe.

## **Volunteer Programme Sponsor £5,000**

Volunteers are key to our work, and over 50 volunteers will be working on the festival this year. There are also opportunities for your staff to join in volunteer training and development sessions, gaining invaluable new and unusual skills such as event stewarding, information sharing, and carbon literacy training.

# Benefits

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## Sponsoring the Festival will:

- Provide a powerful partnership with one of the fastest growing festivals in the UK
- Enable staff engagement opportunities through volunteering
- Provide high profile brand visibility
- Provide excellent PR opportunities across a diverse range of events featuring key thinkers, academics, historians, artists, and communities in historic venues across Greater Manchester
- Give you networking opportunities with your target or new audiences
- Provide social media activity on all our platforms – reaching audiences of over 40,000 people
- Generate awareness about you, your brand, your services and how you are working to support a fairer, greener and more sustainable future for all

Also, for companies to know that their support is an investment in bringing Greater Manchester's histories & heritage to life through cultural capital, community engagement and social responsibility.

## Manchester, a great place to live, work, visit and invest

Need to know more? Have a chat with our CEO, Karen Shannon  
Email: [karen@manchesterhistories.co.uk](mailto:karen@manchesterhistories.co.uk)

Find out more about what we do by visiting our website or following us on social media:



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Thank you. We look forward to hearing from you soon.