

**This Is The Place
Choose Love Manchester**

Sponsorship Opportunity

This Is The Place Book

By Tony Walsh & Friends

Following the Manchester attack on 22nd May 2017, Tony Walsh read a poem at the vigil that gave language to our city in a moment when it wasn't sure what to feel. The poem has quickly become an iconic piece of literature and spread virally across the globe as a symbol of defiance, unity and love.

Now, over 60 creatives from Manchester including Peter Saville and Malcolm Garret are collaborating to turn the poem into a book. Each taking a line or phrase from the poem and responding to create a page which will be compiled, along with forewords from Tony Walsh and Andy Burnham, acknowledgements of supporters and content to honour those who lost their lives in the attack.

The book will be an 88 page hardback coffee table book that marks a moment in time but looks forward with hope for our city both in content and by supporting 3 specific charitable funds. The Emergency fund, set up to support those worst affected, Forever Manchester, supporting young people in Manchester and the original commissioners of the poem, and The Mayor's Homelessness fund aiming to eradicate homelessness from the city.

To date, the project has had coverage in The Guardian, Manchester Evening News, BBC radio, BBC News Online, achieved number 1 on Amazon's New Releases chart and received great feedback on social media.

Sponsorship Opportunity

Ways to sponsor:

We are now looking for partners to sponsor the book. That sponsorship can take a number of forms but principally we are looking for:

- **Monetary Donations**

Help us toward our goal of raising £60k through sponsorship

- **Bulk Purchasing**

Support has included businesses buying copies for employees and clients (a link to the Amazon pre-order page can be found on the last page of this pdf)

- **Marketing Channels**

In addition to financial support, we hope sponsors will share the project on social and marketing platforms and help us spread the word (details on the final page of this pdf)

Benefits to the project

There are a number of reasons we are looking for sponsorship partners.

- **Cashflow**

If orders are in the high thousands we will need working capital to cover print costs until all monies are drawn down from the pre-order process. This lag could be up to 6-8 weeks.

- **Production Costs**

If we are able to cover production costs the benefits are two-fold. 1. We can ensure all funds generated by sales can go directly to the charities supported. 2. We can order additional copies for stock and allow continued sales to support the charities.

- **A bigger pot**

Any surplus from sponsorship will be distributed to the charities involved making a bigger impact for all involved.

Benefits to sponsors

Obviously not saviors for giving, but we would want to acknowledge and thank our supporters in the following ways:

- **Acknowledgement in the book**

Your name will be listed as primary supporters of the project in the acknowledgements section of the book.

- **Logo**

A version of your logo will appear with other supporters in the book

- **PR, Social and Press**

We will be acknowledging our sponsors through our social channels and in press releases throughout the project. We hope you will spread word through your own PR too - we can supply quotes from the project team as required.

- **Events**

We are planning a launch event. All sponsors will receive free tickets for themselves and selected dignitaries.

Useful Links

Beneficiary Charities

Manchester Emergency Fund

<https://beta.redcross.org.uk/appeal/manchester-emergency-fund-concert>

Forever Manchester

<http://forevermanchester.com>

Mayoral Fund for Homelessness

<https://www.gofundme.com/GM-Mayoral-Fund>

Pre-order and Bulk Buy link

https://www.amazon.co.uk/This-Place-Choose-Love-Manchester/dp/1527210510/ref=sr_1_fkmr0_1?ie=UTF8&qid=1497008972&sr=8-1-fkmr0&keywords=tony+walsh+poem

Social Media

Facebook: <https://www.facebook.com/thisplacemcr>

Twitter: <https://twitter.com/thisplacemcr>

Email: info@thisistheplacebook.com

Thankyou.