

SPONSORSHIP

Manchester Central
7th - 9th September 2023



WORLD CUP

— 2023 UK —



Be part of the buzz

Join the Interflora World Cup, one of the biggest events in floristry, and place your brand in front of millions of people across the country and around the world.

Become a sponsor and connect your brand with...



THE POWER OF FLOWERS

Flowers are the ultimate reminder that there's still colour and beauty in the world, no matter how dark it may seem at times. Don't miss the chance to associate your brand with the passion, creativity, wonder and joy of floral art.



A PASSIONATE CUSTOMER BASE

Harness Interflora's far-reaching consumer marketing platforms and speak to customers you may not otherwise have had the opportunity to engage with, both at the event and in the lead up.



A ONE-OF-A-KIND EXPERIENCE

Inspire your customers and your staff by getting involved in an event like no other. You could gift your complimentary tickets to your valued employees or key customers.



THE MAGIC OF MANCHESTER

Be part of a vibrant and diverse event in a vibrant and diverse city. Wherever possible, we're working with local businesses and involving local communities.

CONTENTS

What is the Interflora World Cup?	3
Why Manchester?	4
About Interflora	4
Who can we reach?	5
Promotional activity	6
Event highlights	7
Sponsorship packages	8
À la carte sponsorship opportunities	9
Who's involved?	10
Contact us	11



WHAT IS THE INTERFLORA WORLD CUP?

The world's greatest *Floristry Design* competition.

The Interflora World Cup is arguably the biggest event in floristry. Every four years since 1972, the best of the best florists from around the world compete in a major international city to win the coveted title of Interflora World Champion.

We're so proud to be hosting the World Cup for the first time in the UK in what is also our centenary year. In 2023 we bring the excitement, the creativity, the flair and imagination to Manchester. Each designer is at the top of their game, putting their skills to the ultimate test for a chance to raise the World Cup 2023 trophy.

This is a once in a lifetime opportunity to get to know some of the world's best floral designers and see the finest floristry from around the world – a chance to learn, to be inspired and to delight in the power of flowers. But it's not only about stunning floristry and amazing personalities and skills, it's also an event like no other. The first of its kind in the UK and a great day out with lots of opportunities to get involved and to be entertained.

In addition to the thrilling competition and stunning blooms, ticket holders will get the opportunity to experience inspiring workshops, beautiful stalls, creation zones, educational talks, floristry demonstrations, and a gin bar – making it a fantastic, fun-filled experience for all.

When?

The Interflora World Cup will take place from 7th to 9th September 2023.

Where?

The iconic Manchester Central Convention Centre.



The competition theme will revolve around 'Our Natural World' where the competitors will be required to demonstrate their interpretation and respect for our planet focusing on a sustainable ethos and utilising our planet's natural elements. Each unique design will celebrate our inspiring natural world and showcase the respect florists have for nature and the environment.



WATCH OUR
PROMO
VIDEO



WHY MANCHESTER?

Manchester is a vibrant city of history and culture with a wonderful ethnic and cultural diversity that reflects how this competition brings together participants from all over the world. Manchester Central is the perfect location for our event, it's been at the heart of city life for over 140 years.

From the cobbled stones of Coronation Street to the Manchester worker bee, every design element at the event has meaning behind it. Pairing the beauty of flowers and the uniqueness of Manchester was important for us to show the two worlds coming together in harmony.



ABOUT INTERFLORA

We've been around for a while. 100 years in 2023 in fact!

We're so proud to be able to deliver delight and bring joy to people's lives, which is so important in times like these when we're all facing so much upheaval and uncertainty. There's one thing that we can be confident about and that's the power of flowers!

We're part of a big family with a network of over 58,000 local independent high street florists serving their local communities in over 140 countries around the world.

WHO CAN WE REACH...?

As well as the many branding opportunities at the event itself, you can take advantage of Interflora's customer database, marketing platforms and floristry industry hub to promote your business to millions of potential customers.

through Interflora "our consumers"



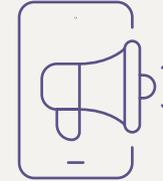
c18m
website visits
annually



c1m customer database



We can put your business in front of our entire database through our promotional email activity



Facebook:
c254k following **c23m** reach

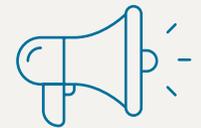
Instagram:
c37k audience **c9m** reach

through the Floristry Trade Club "our industry"

c76k website visits annually



c250k Facebook reach



through the World Cup "our event"



20k
livestream
audience
expected



Gold, Platinum and Diamond sponsors will receive an advertising spot during the livestream



25
countries represented



c12k visitors
expected



We can connect your brand to both trade and consumer visitors



HOW WILL WE BE MARKETING THE EVENT?

- Utilising Interflora's far-reaching **international** and **national** marketing platforms.
- National and local **social media campaigns** targeting both **consumer and trade** audiences.

+ We'll feature your launch story on our social channels and customer emails.*

- Extensive promotion through our Interflora email **customer databases**.

+ We'll feature your logo on Interflora customer emails in the run up to the event.*

- Engaging **public relations**, both nationally and locally.
- Participating in the renowned **Manchester Flower Show** in May 2023.
- **Gifting** of all event flowers to **local communities** and **charities** in and around Manchester.
- Working with **Marketing Manchester** and **Visit Manchester** to reach even more people.
- A dedicated World Cup **website** and **hub page** on **interflora.co.uk**.

+ Your logo will be displayed on the website and hub page.

- A dedicated **sponsor page** on the World Cup website.

+ Featuring your logo and a link to your website.

- A World Cup hub on Interflora's **Floristry Trade Club** website.
- Showcase the event through your **own digital platforms**.

+ We'll create a sponsor logo for you to use across your own marketing channels.*

*Certain packages only – see page 8 for more details.

THE WORLD CUP EXPERIENCE

Here are just some of the event highlights and available opportunities to get your brand in front of as many people as possible. Please note, not all our packages offer all of the following opportunities, see page 8 for a full list and comparison.

COMPETITION HEATS

There are four preliminary rounds spread across Thursday and Friday. Competitors will be given specific tasks to create under strict time conditions.



One sponsor thank you mention during each day



On site brand presentation



Livestream advertising spot



Competitor trolley branding option available



SEMI-FINAL EVENING

Preceded by a VIP drinks reception, Friday's semi-final will see ten competitors battling it out for a spot in the grand final.



Logo displayed during drinks reception



Complimentary entry ticket(s)



Sponsor 'Thank you' mention by host



Logo displayed during livestream



GRAND FINAL EVENING

The five finalists will complete live on stage during Saturday's VIP gala dinner. The winner will be announced at 9.30pm followed by an after-party.



Logo displayed during livestream



Table decoration branding option available



Complimentary entry ticket(s)



Sole sponsorship option available



and so much more

Including...

Floristry Demonstrations

Creation Zone activities

VIP Room

Presentations

Immersive Experiences



SPONSORSHIP PACKAGES

This one-off event will create a huge buzz around the city which you could be part of. There are five packages available, all of which have been designed to provide you with the best opportunities to promote your brand, products, or services in front of a passionate audience.

	Limited Availability	Limited Availability			
	Diamond £25,000	Platinum £17,000	Gold £10,000	Silver £5,000	Bronze £2,500
Logo display on Interflora.co.uk World Cup hub page	✓ plus website link	✓ plus website link	✓ plus website link	✓	✓
Logo display and website link on World Cup event website sponsor page	✓ plus 100 words	✓ plus 75 words	✓ plus 50 words	✓ plus 25 words	✓
Logo included in attendee emails	✓ all emails	✓ at least 2	✓ at least 1	✓ at least 1	✓ at least 1
Promotion on social media pre, during & post event	✓ main sponsor list	✓ main sponsor list	✓ main sponsor list	✓ all sponsor list	✓ all sponsor list
Logo included in World Cup competition & expo guide	✓ full page advert and feature on main sponsors page	✓ half page advert and feature on main sponsors page	✓ plus 50 words on main sponsors page	✓ all sponsors page	✓ all sponsors page
One piece of marketing included in expo goodie bag*	✓	✓	✓	✓	✓
Complimentary day entry tickets for Thursday, Friday and Saturday	✓ 12 tickets/per day	✓ 6 tickets/per day	✓ 2 tickets/per day	✓ 1 ticket/per day	✓ 1 ticket/per day
Launch story in one Interflora customer email**	✓	✓	✓	✓	×
Launch story featured on Interflora social channels**	✓	✓	✓	×	×
Logo and website link in one Interflora customer email a month**	✓	✓	✓	×	×
Sponsor "Thank You" mention by hosts during day events	✓ 2 each day	✓ 1 each day	✓ 1 each day	✓ 1 of the days	×
Complimentary Semi-final evening tickets	✓ 12	✓ 6	✓ 2	✓ 1	×
Complimentary Grand Final evening tickets	✓ 12	✓ 6	✓ 2	×	×
Event Livestream advertising spot	✓ multiple	✓ multiple	✓ one	×	×
Sponsor venue branding opportunities	✓	✓	✓	×	×
Sponsor "Thank You" mention by hosts during Semi-final evening event	✓	✓	✓	×	×
Sponsor "Thank You" mention by hosts during Grand Final evening event	✓ 2 mentions	✓ 1 mention	×	×	×
Logo created for use across your own marketing channels	✓ main sponsor	✓ sponsor	×	×	×
Logo displayed at Semi-final VIP drinks reception	✓	✓	×	×	×
Logo displayed during live streaming of Semi-final evening presentation	✓	✓	×	×	×
Logo displayed at Grand Final VIP drinks reception	✓	×	×	×	×
Logo displayed during live streaming of Grand Final evening presentation	✓	×	×	×	×
Two company representatives to meet and greet competitors at welcome dinner	✓	×	×	×	×
Sponsor Venue Table for 12 at Grand Final Gala Dinner evening	✓	×	×	×	×
Bespoke joint promotion solus email to Interflora customer database***	✓	×	×	×	×
Opportunity to run competitions or live Q&A events via Interflora social media platforms**	✓	×	×	×	×
Main sponsor venue branding opportunities	✓	×	×	×	×

All prices quoted are excluding VAT. *Supplied by sponsor, approved by Interflora. **Applicable dependent on B2C or B2B sponsor. †Subject to agreeable content.

If you want to get involved or discuss any of these packages, please get in touch at worldcup@interflora.co.uk.



À LA CARTE SPONSORSHIP OPPORTUNITIES

If any of our packages aren't quite right for you, we can build a bespoke package and engagement plan around your strategy and budget or simply choose from any of the following opportunities.

Village Green
Village Green Bandstand
Village Green Floral Installations (2 available)
Competitor trolley branding (20 competitors)
Interactive flower trail prize donation (three prizes each day for visitors)
Brand printed on our Wi-Fi access posters
Individual competition heat sponsorship (four heats)
Semi-final and Grand Final surprise items (flower and sundries)
Semi-final VIP drinks reception branding (Friday evening)
Sole sponsorship of Semi-final VIP drinks reception
Semi-final entertainment
Grand Final VIP drinks reception branding (Saturday evening)
Sole sponsorship of Grand Final VIP drinks reception
Grand Final gala dinner entertainment
Table decoration for the Grand Final gala dinner (all 45 tables or just one)
Florist welcome and Q&A dinner sponsorship (Monday evening)
Expo bag - Your logo on the front
Expo bag - supply goods to include FOC
Welcome gift for competitors
Wellness gifts for competitors
Instagram floral backdrop branding (main entrance)
CSR hot spot sponsorship

All prices available upon request.

WHO'S INVOLVED?

We're making this happen with:



TOP BANANA.

marketing
Manchester



Visit Manchester

— THE —
M I D L A N D

MANCHESTER

A LEONARDO ROYAL HOTEL



Let's talk

We'd love to see you at the **Interflora World Cup** in September 2023.

If you want to get involved, please **click here** or scan the QR code below to complete our sponsorship application form and we'll get back to you as soon as possible.

If you want to discuss any of the sponsorship opportunities in more detail, please get in touch at **Nick.Priest@interflora.co.uk** or **worldcup@interflora.co.uk**

To find out more about the World Cup, visit our dedicated hub page:

interflora.co.uk/interflora-world-cup-2023

