

/ Partnerships

Middlesbrough has a range of sponsorship opportunities, from the innovative and recently renamed INTRO festival (formerly Middlesbrough Music Live) to the internationally acclaimed gallery mima. Opportunities exist for exciting and original partnerships.

**A music festival,
galleries, theatre,
sports, museums
and events**

**500,000+
attendances
each year**

Our approach is simple, we find out what you need to achieve and develop a partnership that delivers. We can provide brand promotion and access to target markets, image enhancement and employee development, develop community links or simply provide places to entertain or meet.

The range of opportunities gives access to niche and mass markets. You can sponsor a fun run, take guests to a classical performance, have your logo on print or support education work, the list is endless.

We would love to talk to you about how we can work together.

/ Our products

Transporter Bridge Centenary Celebrations

A significant restoration and development programme is planned to celebrate 100 years of this best loved and iconic symbol of the area. Extensive engagement and celebration programmes reflect the importance of the bridge to our local community.

To find out more please contact Sarah Nixon:
sarah_nixon@middlesbrough.gov.uk / 01642 729 140

City Status Bid

In May 2011 Middlesbrough will submit a bid for City Status with a supporting campaign running until the end of the year. The campaign will demonstrate the widespread support for the bid, pride in our local area and all the reasons why it is a great place (despite what the national media may say) where aspiration and ambition lead to achievement. This is everyone's bid and we are hoping to fund it entirely from sponsorship rather than council funding - a powerful message of the bid's support. City Status forms part of the Queen's Diamond Jubilee Celebrations in 2012.

To find out more please contact Claire Wordsworth:
claire_wordsworth@middlesbrough.gov.uk / 01642 729 143

INTRO (formerly Middlesbrough Music Live)

One of the UK's leading live music events, with a particular niche in up-and-coming, undiscovered and local talent. 2011 is a landmark year for the event, it is being re-launched as INTRO festival, and is facing the challenge of moving from being free to paid for. The event attracts an average of around 40,000 predominantly young people, including our brightest and best youngsters with an almost compulsory interest in contemporary music. The event regularly attracts the attention of the national press.

To find out more please contact Steve Parrott:
steve@elitesponsorship.com / 01202 766 311

mima – Middlesbrough Institute of Modern Art

mima attracts audiences of 150,000 a year and has quickly become one of the UK's most respected galleries of modern art. The institute firmly places Middlesbrough on the cultural map and is a symbol of the town's ambition and aspiration. mima is one of the North East's biggest tourist attractions offering unique opportunities to partner an innovative local, national and international brand.

Opportunities range from sponsoring exhibitions and education programmes, the collection, family area or children's art trolley, to loaning artworks from the collection. Look out for details of our new corporate benefactors' scheme, launching later this year.

To find out more please contact Rachel French: rachel_french@middlesbrough.gov.uk / 07968 035673 or Kate Brindley: kate_brindley@middlesbrough.gov.uk

Middlesbrough Town Hall

The Victorian gothic splendour of the Town Hall is home to the area's only classical music programme, to a range of participation and education activities, and continues to delight people in search of the best in live music, comedy and dance. A major refurbishment and redevelopment is currently planned for 2014 which will transform it both as a heritage landmark, and as a performance venue.

To find out more please contact Laura Hannaway:
laura_hannaway@middlesbrough.gov.uk / 01642 729 808

Other opportunities are also available: Fashion Week, Middlesbrough Mela, Boro Buzz, Christmas Festivities, Tees Pride 10K race, Literary Festival, Dorman Museum, Captain Cook Birthplace Museum and Middlesbrough Theatre.

