

**MEDIA  
CITY**

# MediaCity Commercialisation Pack

Europe's largest, digital, tech and creative hub.



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# Overview

**MediaCity is one of the most iconic destinations in the North West, set on a stunning waterfront location.**

From media to experiential, to sponsorship and partnerships, and seasonal and long term retail, there are lots of opportunities to give your brand the platform to reach our dynamic, affluent audience.

Located just a few miles from Manchester City Centre, MediaCity is connected by fantastic transport links and is the ideal place to make a real impact with your brand.

The perfect location for your brand to immerse itself among an array of creatives, innovators, dynamic digital minds, and high-profile companies.



# Demographics

45,000

Weekly footfall

50%

Male

50%

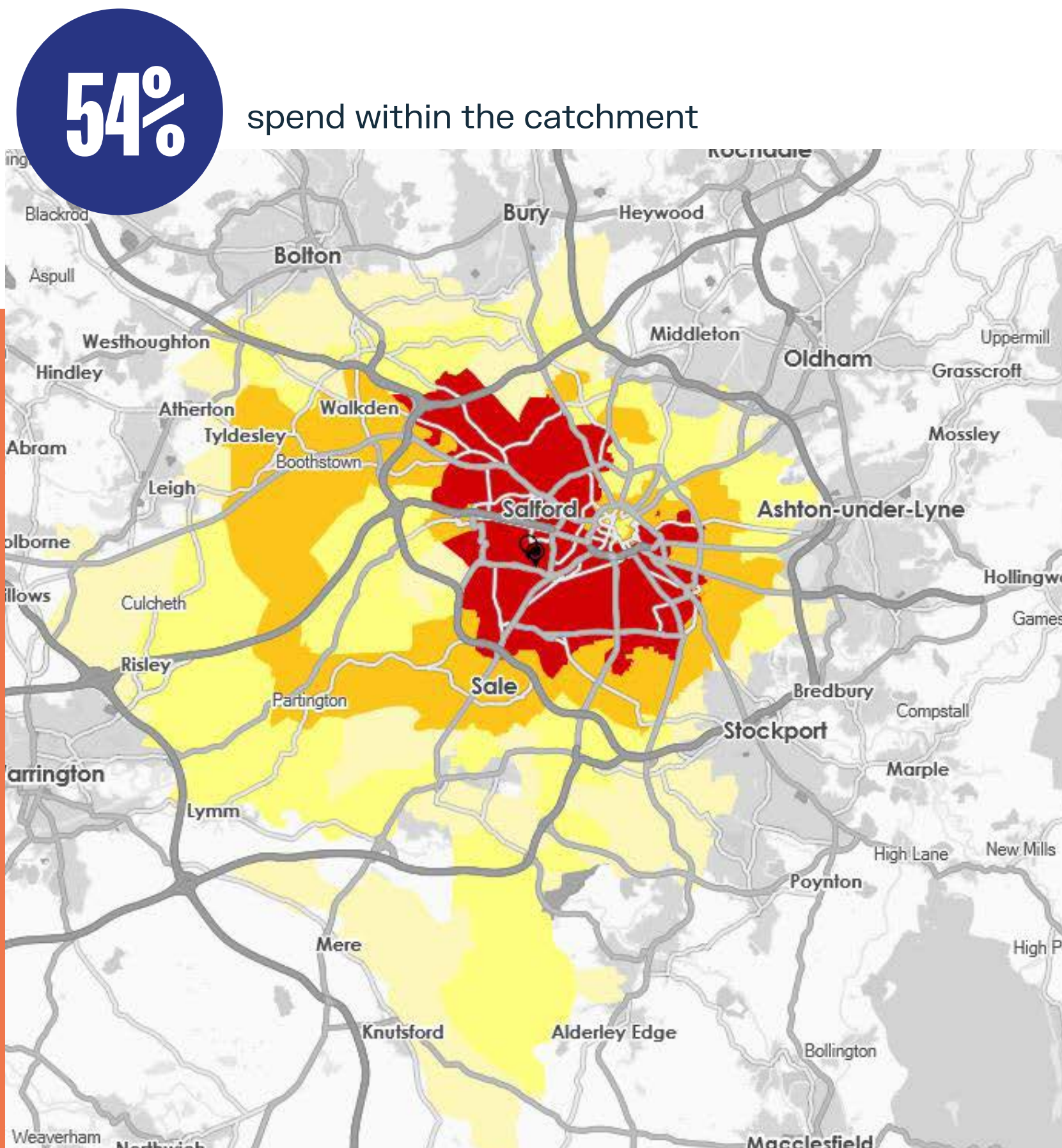
Female

## Demographics

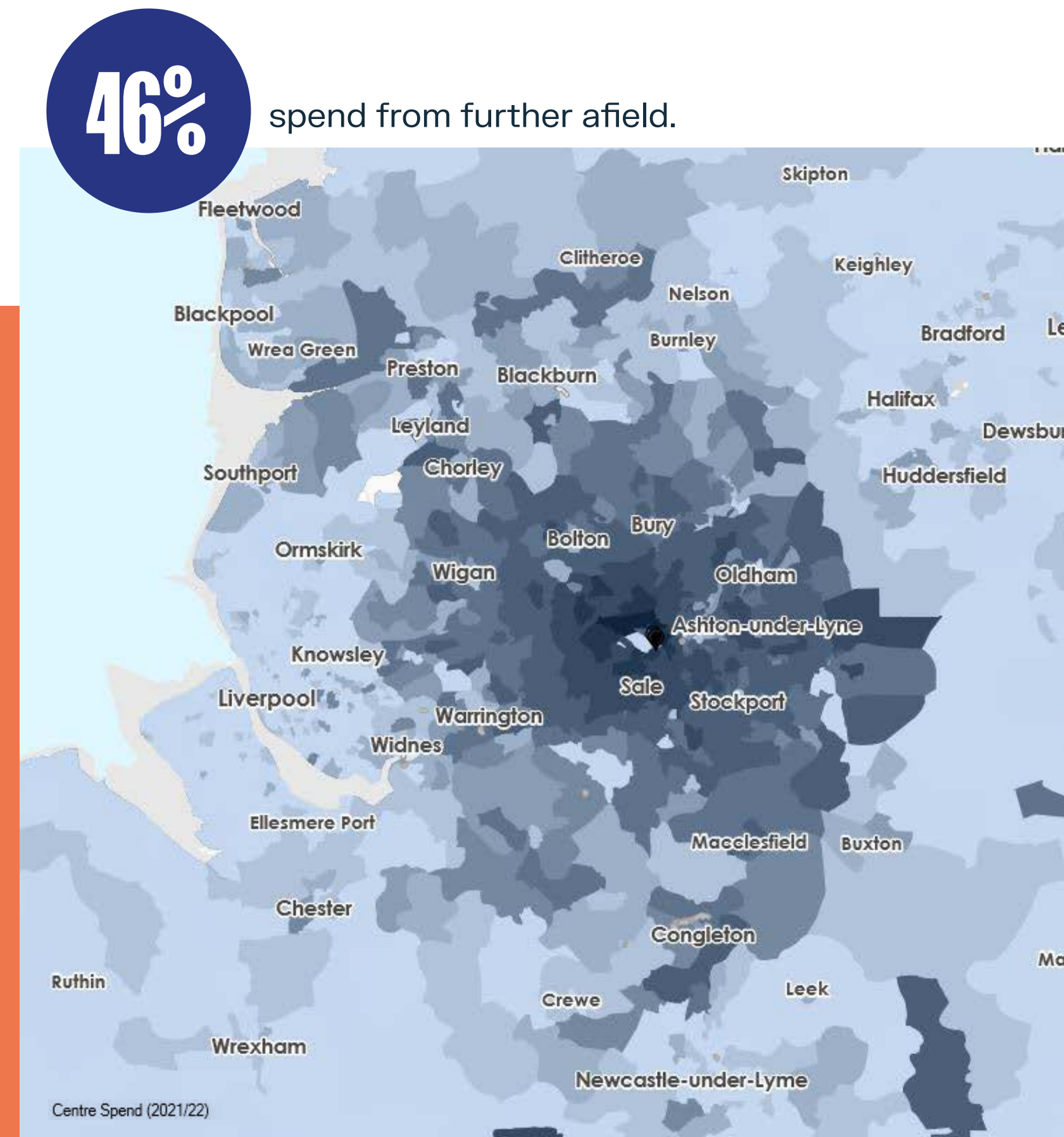




MediaCity is a unique destination serving two distinct markets;  
Demonstrating its pull as both a visitor destination and a thriving community hub.



Key: ■ Primary ■ Secondary ■ Tertiary ■ Quaternary

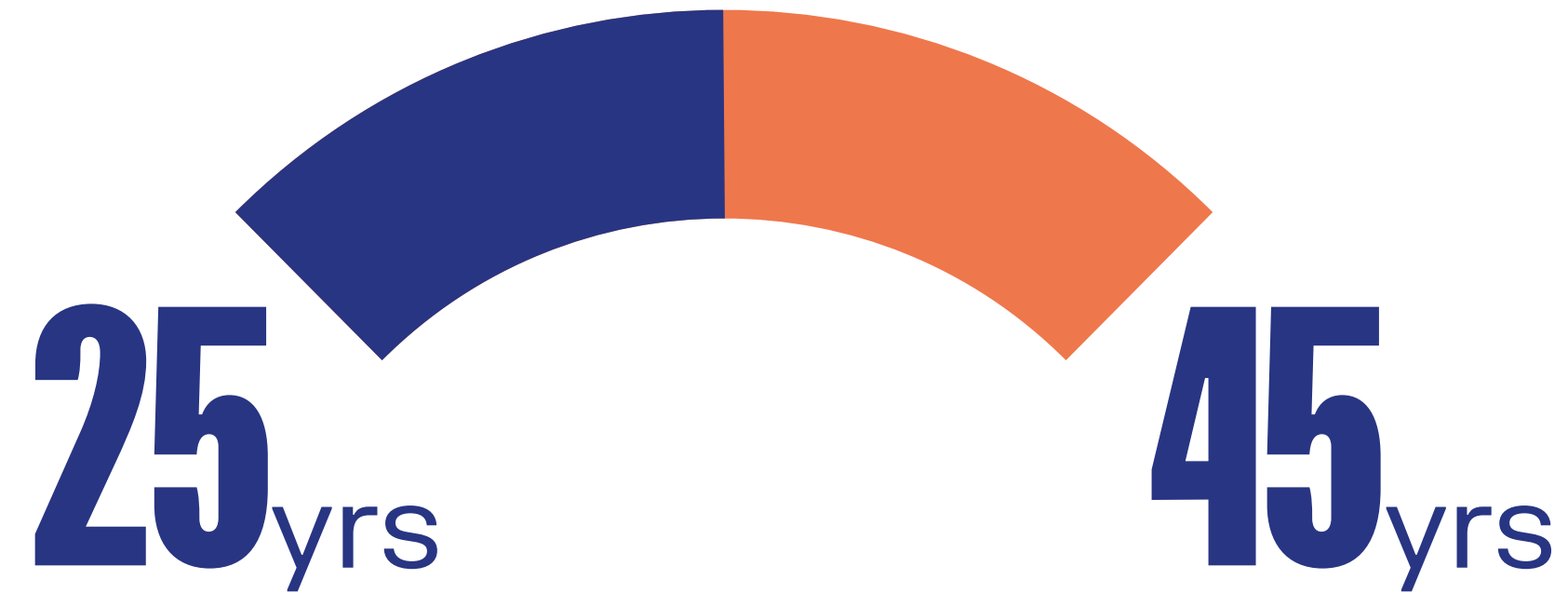


Lowest Share  
(<0.01% of Spend)



Highest Share  
(>1.0% of Spend)





MediaCity attracts a significantly high proportion of visitors aged between 25-45yrs at 61%

The destination attracts a much higher proportion of visitors from affluent groups far exceeding the catchment expectation.

**Executive Wealth**

**Career Climbers**

**Mature Money**

(the top three Acorn categories).





# Piazza



## Key info

**One of the largest outdoor experiential spaces in Manchester, the Piazza is located within the heart of MediaCity. A dynamic outdoor space suitable for most types of brand experiences.**

Accessible to large vehicles, large outdoor screen available for hire, located in the heart of MediaCity surrounded by BBC, ITV, dock10 studios and University of Salford.

Hire: Full, half or quarter hire available

**£4,000 + VAT** | **£2,000 + VAT** | **£1,000 + VAT**

Whole

Half

Quarter

Promotional Vehicle or Activation

**£1,250 + VAT**

**5,000**

Venue Capacity

**4,000 sq m**

62m (width) x 97m (length)

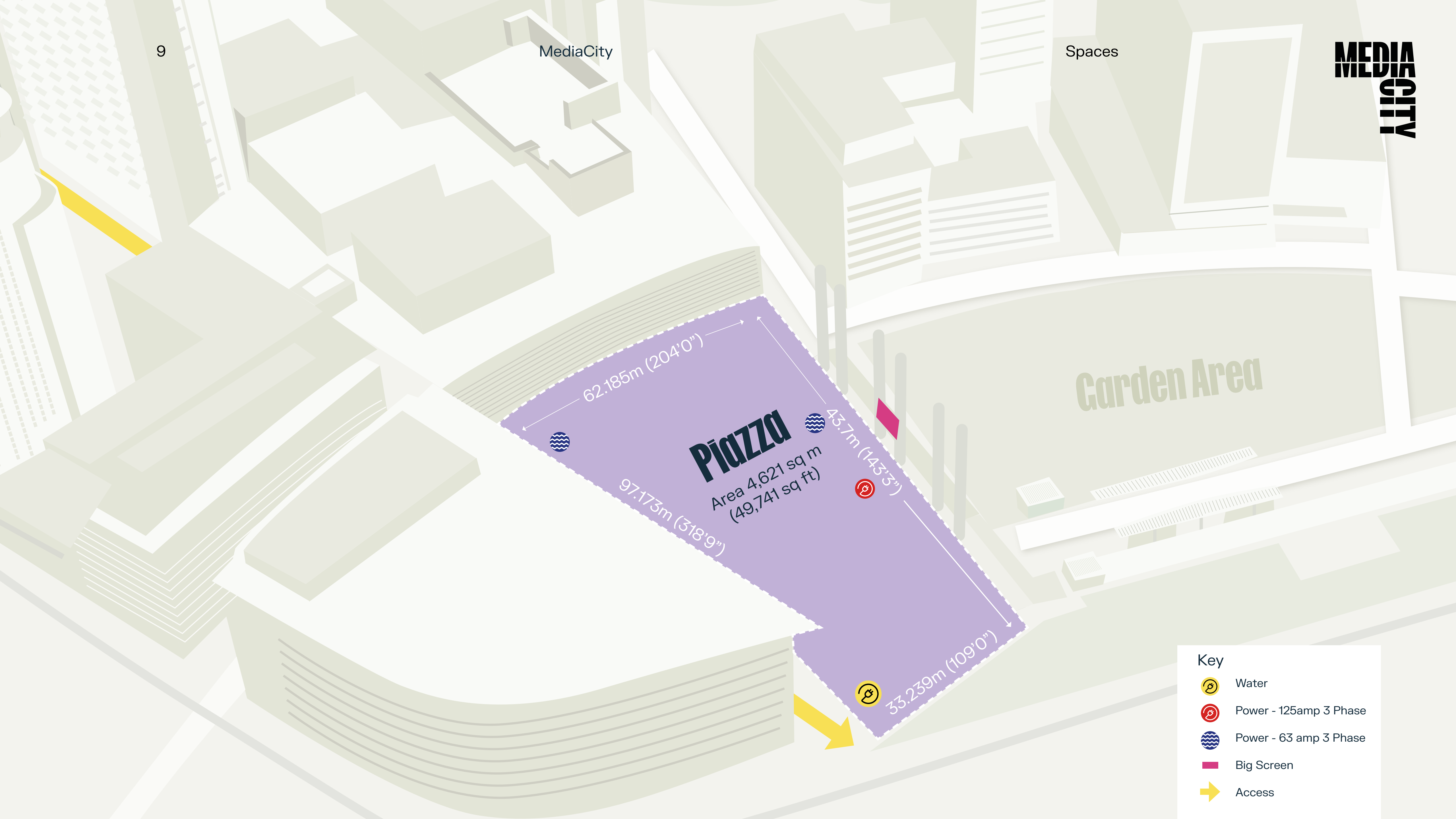
Power Available: (applicable charges)

**2 x 125 amp 3 phase**






**1 x 63amp 3 phase**

Additional supplies available, details on request.  
Water supply available: (applicable charges).





Key

-  Water
-  Power - 125amp 3 Phase
-  Power - 63 amp 3 Phase
-  Big Screen
-  Access



Piazza Case study

# Van Gogh Alive

“The Van Gogh Alive experience has been a huge success for SEVEN BRO7HERS. It brought people from all over the region to MediaCity and we certainly saw a big increase in trade.”

Keith McAvoy, Founder, SEVEN BRO7HERS.



Visits

**175,000**

School visits

**10,000**

Press pieces

**192**

Average reach

**3M**



Piazza Case study

# The Art of Banksy exhibition

The UK's largest collection of Banksy acclaimed works achieving phenomenal PR reach of 3million through the duration of its three month residency.



Press pieces

400+

Average reach

3M+





# Garden





## Key info

**Brands with green credentials will be in good company. Our gardens have won national recognition through the Green Flag award three years in a row.**

The gardens offer flexible activation space for brand experiences with a focus on health and wellbeing and pop-up experiential. As a waterside development, we offer people who work, live and visit us the best of both worlds in terms of green and blue space and your brand can benefit from this unique green space in the heart of MediaCity.

**£500+ VAT**

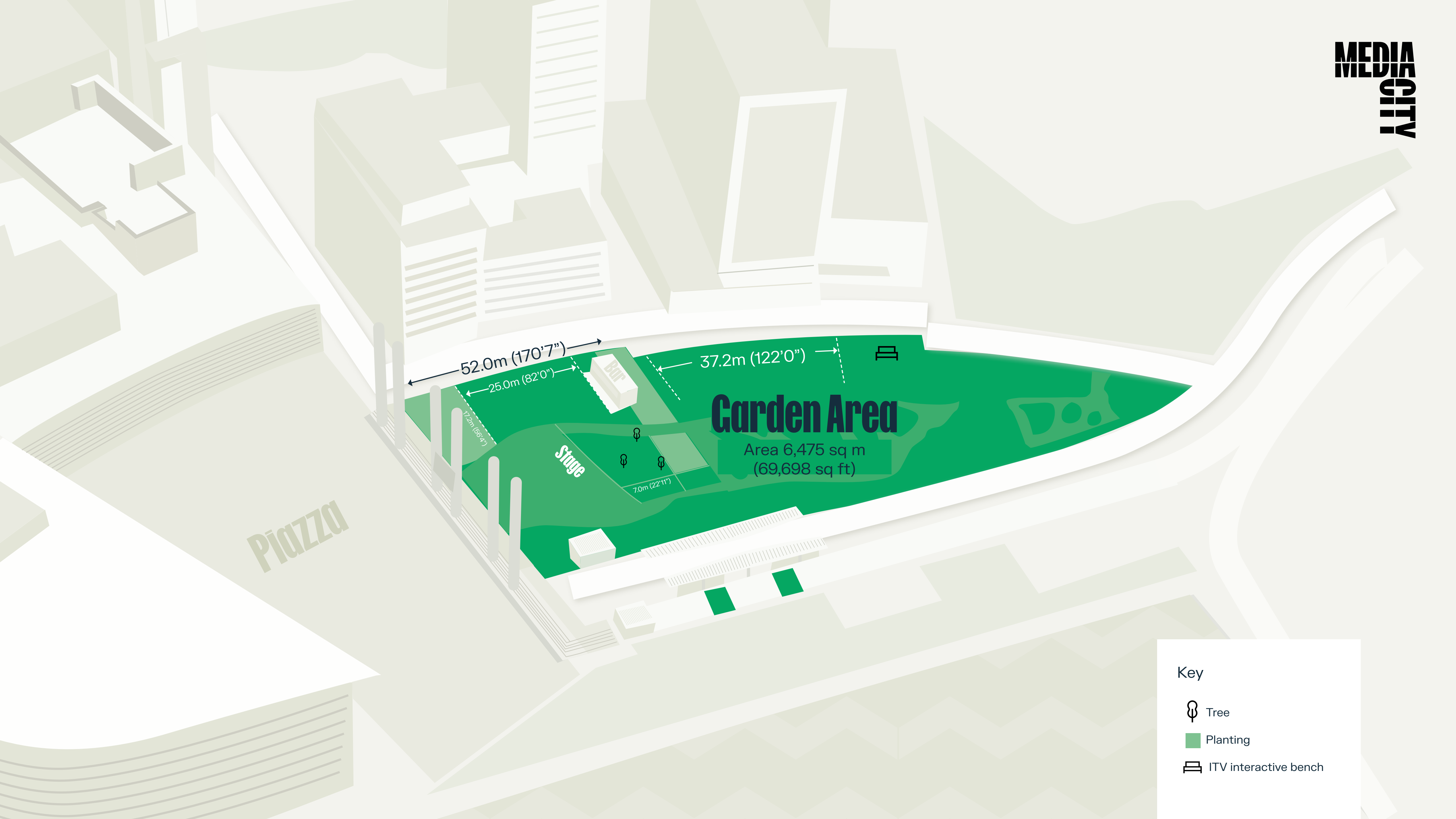
Promotional (per day)

**460 sq m**

Dimensions







# Garden Area

Area 6,475 sq m  
(69,698 sq ft)

Piazza

Stage

Bar

## Key

Tree

Planting

ITV interactive bench



# Brand Partnerships

Our event spaces have successfully hosted back-to-back Summer, Halloween and Christmas events, exhibitions, and brand activations, including Van Gogh Alive, The Art of Banksy, Box on the Docks container village, F&B pop-up and much more. 2023 will be no different with a packed events calendar.

Opportunities for brand partnerships will exist throughout the year.





# Contact

**MEDIA  
CITY**

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