

D

the developer

media pack 2021

**it's about how
to make cities
worth living
in, which
often has to
do with the
spaces
between the
buildings
more than
the buildings
themselves.**

our reach

the developer audience

40,000-strong email marketing list

20,000 followers on twitter across all accounts

5,000 registered to our websites

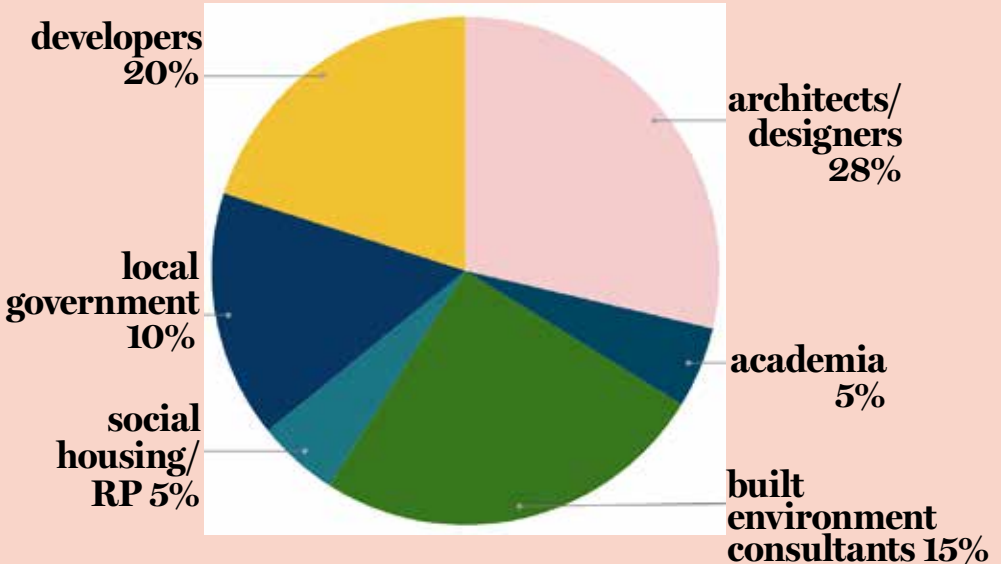
2,500 email newsletter subscribers

2,000 print magazine readers

30,000 total podcast listens, avg 1,000/month

10,000 unique users per month the developer

300,000 tweet impressions @festivalofplace



in print, online, podcast or event

if you love our content, from our magazine to the slow journalism to our popular podcast, here's how you can get involved

first choose a topic area

- social impact
- urban greening
- public space
- activation
- better housing
- healthy places
- public health
- designing places for a climate emergency
- vibrant city and town centres/high streets
- equity, equality and spatial justice
- the right mix of uses
- new research or report
- child-friendly cities
- community engagement

then choose a format

podcast sponsorship (from £2,500)

- align with relevant content and speakers, share your message directly with our engaged audience of influencers

thought-leadership feature (from £1,500)

- share your opinion and demonstrate thought-leadership in your area of expertise with our audience of engaged readers

private or public roundtable (from £5,000)

- participate in a conversation with senior industry figures for a singular networking experience that can be shared

the developer magazine (from £1,500)

- be part of an uncommonly beautiful publication through the publication of your thought-leadership or advertising

festival of place bytesize event (from £4,000)

- host a free online event as part of this popular series

FESTIVAL OF PLACE

october 12, 2021
tobacco dock, london



it's about how to
make places worth
living in...

**be part of the most
tweeted-about
event, inspiring,
creative and fun,
online & in-person,
tackling urgent
issues in property,
planning, design
and social impact in
a relaxed and
inclusive way that
brings likeminded
professionals
together to
meet & learn.**

why sponsor?

credibility. our audience trust us to provide high-quality unique content and a creative experience having earned us a loyal and enthusiastic following. they know we'll give them speakers not on the circuit that will inspire and enrich their professional learning. they also understand that an indie media company needs sponsors, that's where you come in, and they'll be pleased to meet you.

the right people. our passionate community of property professionals share in your values. if you want to work with enlightened partners who believe profit doesn't trump planet, to meet consultants who know how to make a positive social impact, and professionals targeting net zero, you'll meet them here.

diversity & inclusion. our events are recognised as the most diverse and inclusive in the property and architecture industry, both on stage and off, with women often making up more than 50% of the audience. who wouldn't want to sponsor that?

festival atmosphere. our buzzwords are relaxed and creative. we don't just book a cool venue, we curate an experience. your staff will be proud that you're part of making it happen, and will clamour for tickets to take part.

social media impact. we have an unparalleled track record on twitter, with the festival of place delivering 1.9 million impressions during the event. as a sponsor, you'll receive special tagged posts and we'll support you, using our social reach to enhance your own.

participate. we know you want to get the most out of taking part in the programme, but our audience doesn't want to hear you make a hard sell. we'll listen to your priorities and find the most effective way for you to present your expertise or mission to our audience at the festival. then we'll connect the dots to make it happen.

connect with our passionate community in real life and on social

parleys join the debate on a pressing issue such as affordable housing or achieving net zero. our parleys bring together multiple professionals who try to solve a pressing issue in front of a live audience. the talk is also recorded and shared via email.

placehacks co-host or lead a workshop that supports professional learning with a hands-on activity that facilitates new connections. previous workshops have explored branding, set design challenges or encouraged creative play. we can pair you

with a facilitator, or help you shape the content and give you the keys to connect directly with our audience in a fun and informal way

market stalls be a market trader at our event, and give away fresh fruit, beer or a promotion. the stalls come ready to use with branding and space for literature to promote your development or service.

walking tours we can organise a walking tour of your development or project to attend in the flesh or via a live stream

build your package

first choose your base package for the festival

headline (£10,000)

- message of support
- on-stage thanks
- logo on mainstage
- logo on video sting
- social media posts
- logo on emails
- 8 guest passes
- 8 staff passes
- unlimited digital passes

partner (£5,000)

- on-stage thanks
- logo on site
- logo on video sting
- social media posts
- logo on emails
- 5 guest passes
- 5 staff passes
- unlimited digital passes

sponsor (£3,000)

- logo on site
- logo on video sting
- social media posts
- logo on emails
- 2 guest passes
- 2 staff passes
- unlimited digital passes

then choose how to participate

pub landlord (£5,000)

- exclusive branding on pub networking area and content stream and host sessions and talks on the pub stage

market trader (£2,000)

- host one of six market stalls in the main hall, or include some of your product in the market square. stalls come branded with your logo, just add your giveaway and literature

placehack host, parley panel or walking tour host (£5,000)

- join the debate, co-host or lead a workshop or host a walking tour of your development

roundtable at the live event or roundtable podcast (£5,000)

- host a roundtable lunch at the event with a bespoke guestlist or a digital roundtable recorded for The Developer Podcast



current and former sponsors include...

the design council. three times sponsor of the pineapples awards, which delivered 300k impressions on their twitter feed and 9,000 click-throughs to their website

quintain. hosted a market stall at the festival of place with free beer for attendees branded as wembley park.

u+i. sponsored repeated festival of place bytesize free online talks

civic engineers. repeat sponsor that credits the festival with raising their profile in areas of work they are seeking to expand

vestre. they've supported us from the beginning because their values align with ours - and they're back again this year because we connect them with likeminded partners

white arkitekter. supporter of gender equal cities because the event aligned with their ethos. they presented their research to our audience and reinforced their credibility as a firm committed to making democratic places

get in touch

for more information on
sponsorship opportunities
and all enquiries, please
contact james macleod at
james@thedeveloper.live
020 7772 8384

powered by



the developer