

Official Partner

Limited to 12 companies, our Official Partners will receive the highest level of rights and benefits of any commercial organisation, including the following:

- Category exclusivity
- Use of composite Official Partner logo
- Use of gold colour palette
- Use of Official Partner logo
- Consumer marketing/promotional use (TV, print, outdoor, direct mail, website)
- Corporate use (letterheads, business cards, B2B marketing, vehicles, flags)
- Ability to work with us to create specific events/programmes
- Ability to elevate involvement with specific events (eg presenting rights)
- Allocation of VIP tickets and hospitality
- Recognition programme

"We are committed to the success of Capital of Culture through the involvement of our clients, the commitment of our people, the unique range of our skills, and the enthusiasm we have to work closely with other partners and sponsors."

Carolyn Roberson, Director of Client and Business Development,
Hill Dickinson, First Official Partner and Official Lawyers



Official Supporter

Our Official Supporters will enjoy full involvement in the Capital of Culture programme of events with an outstanding rights and benefits package including the following:

- Category exclusivity
- Use of Official Supporter logo
- Use of flexible colour palette
- Consumer marketing/promotional use (TV, print, outdoor, direct mail, website)
- Corporate use (letterheads, business cards, B2B marketing, flags)
- Allocation of VIP tickets and hospitality
- Recognition programme



Suppliers

Our Suppliers will receive a comprehensive rights and benefits package in recognition of their commitment including the following:

- Use of Supplier logo
- Consumer marketing/promotional use (print, direct mail, website)
- Corporate use (letterheads, business cards, B2B marketing, flags)
- Recognition programme



Friend

Our Friends will play a crucial role in our success and will receive a rights and benefits package including the following:

- Use of Friend logo
- Corporate use (letterheads, business cards, B2B marketing)
- Recognition programme



To discuss any aspect of the opportunities available, please contact:
Cathy Meadows, Sponsorship Manager, 0151 233 4365



A stake in 08: the marketing partnership opportunities

Investing in a city's renaissance is a rare opportunity, particularly when it is played out on a global stage. Although marketing partnership opportunities are wide and varied, they are limited in number. Those organisations that understand the power and potential of this multi-year journey towards 2008 and beyond will stake their claim. They will get on-board quickly, so as not to miss the boat.

There are four levels of marketing partnerships, each representing a particular level of investment. Each enables you to leverage unique 08 assets and capitalise intellectual property rights.

We are looking for a limited number of alliances at different value levels.

An extensive package of rights and benefits will be available to our commercial investors. This package will be developed to ensure maximum benefit, reflecting their unique goals and objectives.

Now is the time to plan your involvement in this once-in-a-lifetime opportunity.

Join us as we begin our journey to make a lasting impact on the local, regional, European and world stage.

Official Partner

This is an opportunity for 12 companies to become involved at the highest level of our commercial programme.

Official Supporter

The Official Supporter level offers businesses exclusivity in their category.

Supplier

This level provides companies with a non-exclusive opportunity to be included.

Friend

Our Friends will be a combination of businesses that want to show support as well as individuals who want to make a difference.



Building a world-class brand

The Liverpool 08 opportunity is to build on our universal reputation and create a world-class brand based on dynamic creativity.

Our key objective is to reposition Liverpool as a world-class city and to secure private sector investment. Equally, we will be building the tourism product and promoting it at every level. Our marketing partners will play a pivotal role in helping us to achieve our objectives. They will bring the resources and entrepreneurial spirit to help make things happen.

We're looking for world-class players who appreciate the business benefits and value of a long-term commitment (partnerships will be integrated into all our programmes not just up to 2008 but through to 2010).

Our strategies extend from the local to the international stage and will grow gradually from 2004-2006 with a significant increase in 2007 and 2008.

The estimated marketing and promotional budget is over £20 million through 2008 (includes media partners).

The following outline will give you an idea of the level of our ambition. To be a world-class brand we have to behave like one.

Locally

We will be laying the foundations and building understanding, confidence, enthusiasm and participation. This will involve galvanising the efforts of media partners, stakeholders, artists and community leaders to create the brand experience.

Regionally

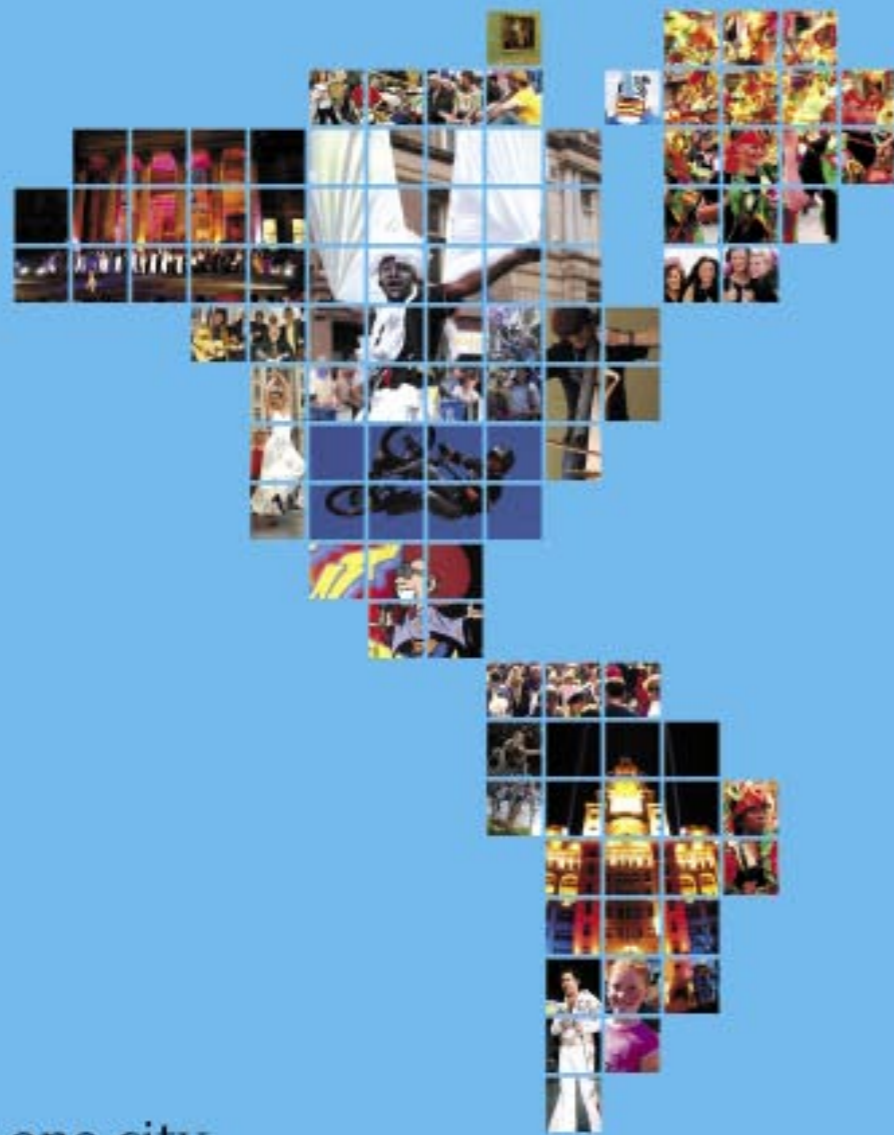
We will be encouraging a 'rediscovery' of Liverpool, inviting more people to 'try the brand' and visit the city more frequently.

Nationally

We will be dispelling myths, educating minds and shaping opinion. The Liverpool Diaspora Network reaches far and wide, linking famous 'Scousers' with influential friends and opinion formers, further expanding our unique product offering.

Internationally

We will be building on our strengths and introducing an element of surprise. It will be very much a joint effort, focused on alliances with partners and key cities. We will be extending an invitation to the world to come and join the party (with a specific emphasis on inviting exiles to come back to their roots).



The world in one city

Liverpool is a landmark on the map of the world. It's a city on the edge in all senses of the word – a city beating to a different drum.

Whether it is manifested through sport, music, or the arts, the city's reputation always precedes it.

Visit any corner of the world and the word 'Liverpool' rocks and resonates.

The strategic reinvention of a city brought about by the 08 status, is a rare and coveted opportunity. This experience should not be confined to the chosen few. That is why we want to involve and include the widest numbers in our 'voyage' of transformation.

European Capital of Culture status is accelerating the rebirth of Liverpool, propelling the renaissance further and faster. Capital of Culture will change Liverpool. It will change the physical and social fabric of the city. And it will leave a lasting legacy.

With a clear vision of the future and a robust marketing strategy that embraces the full and diverse range of opportunities, Liverpool is poised to make its presence felt on the world stage. The following snapshot gives you an idea of what has been achieved to date.

On the day Liverpool was named as the UK's nomination as European Capital of Culture, the total broadcast publicity was worth £4.3m to the city. Broadcast coverage on national TV alone was worth £1.5m.

Capital of Culture stories further appeared in publications around the world, including India Weekly, Le Temps, Washington Post and Time Magazine.

Journalists from as far afield as Australia, Germany, Ireland, Japan, Korea, Norway, and Switzerland have visited the city.

the world is one city



The passion can be felt...



whatever the canvas.



An inspirational city

A great deal has been achieved, but we acknowledge that a great deal remains to be done if Liverpool is to realise its aspirations for the future.

We have always maintained that Liverpool views the European Capital of Culture title not as a prize, but as a scholarship.

Winning the European Capital of Culture title is the catalyst that will enable Liverpool to fulfil its creative potential.

The Capital of Culture Economic Impact Study re-affirms that Liverpool is a city that places art and culture, the creative industries and tourism at the heart of its regeneration. The study, by consultants Environment Resource Management (ERM), underscores the critical value of these sectors in sustaining the city's recovery.

- During the next five years Liverpool's cultural and tourism infrastructure will benefit from an investment of over £2 billion.
- Employment in the culture sector – tourism, sport, heritage and the creative industries – will grow by at least 20,000 jobs, based on the current trends of growth and new investments.
- There will be an extra £220 million of expenditure by tourists up to and beyond 2008.
- The cumulative effect of Capital of Culture would be an extra 1.7 million visitors generating extra spending of over £50 million a year.

An aspirational city

In the future, cities will be differentiated not by their physical environment but by the quality of the experience they offer.

Liverpool is evolving into a new social and economic entity where creativity is driving everything on the agenda, from regeneration to tourism, education to social care. It's change from the inside out.

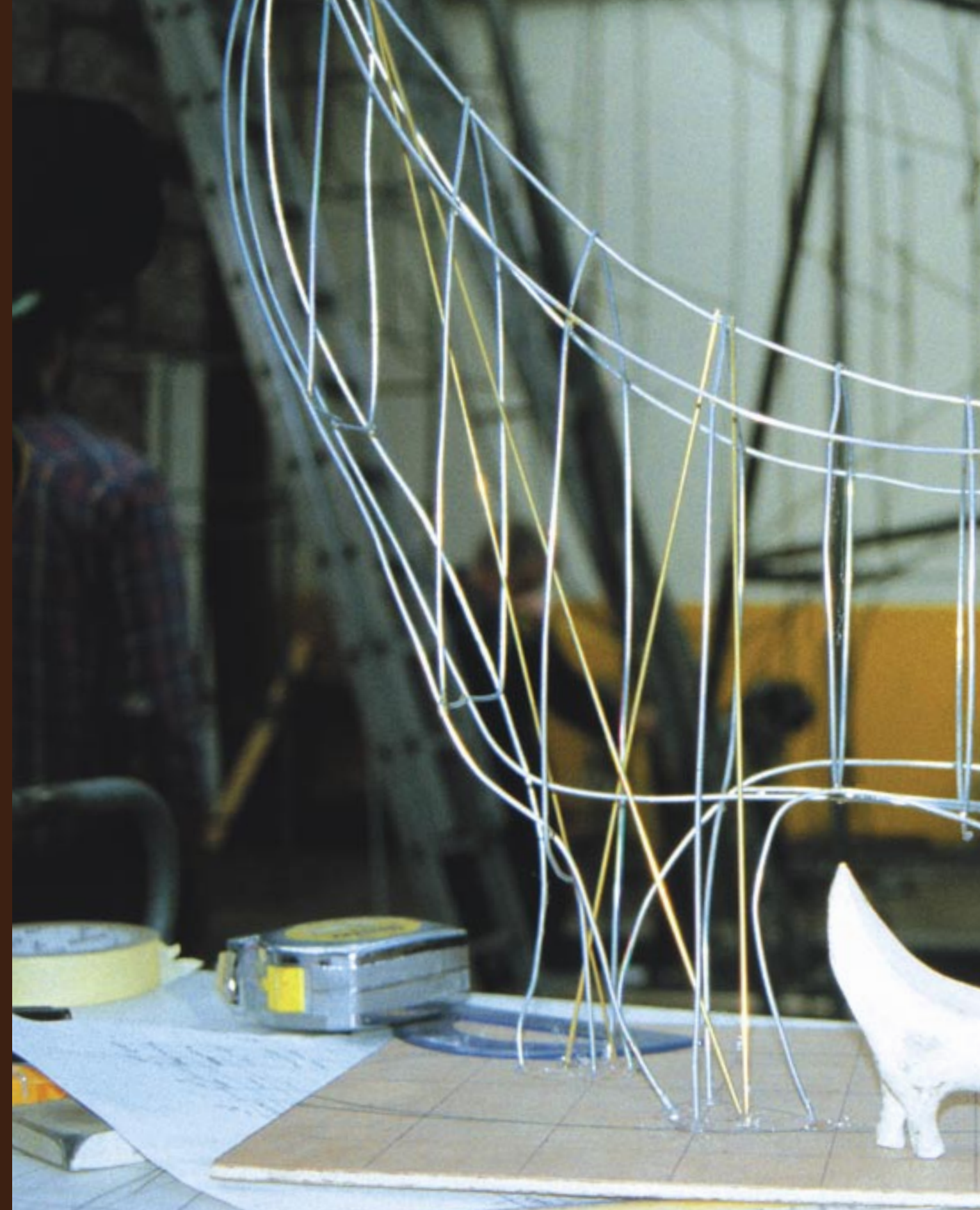
Ideas are powering the agenda, and empowering the city's citizens and stakeholders to unleash their creative potential.

Planning and delivering the coveted Capital of Culture programme is the first test of this creativity. Implementing the new strategy requires new structures and alliances, inspired methods of engagement and innovative ways to realise new possibilities.

For Liverpool, the process of change has already begun with key appointments and initiatives. The marketing partnerships we are calling for are pivotal to accelerating the change.

One thing is certain – this is a city willing to take risks and find new solutions.

A city you can believe in.







Liverpool is a city whose time has come.

"A city whose time has come" is an apt description. Liverpool is an engine room of dynamic creativity. You have seen how the brand experience is taking shape. Over the next few years we will be pouring all our collective energies into making things happen.

And that's why it's a great time to jump onboard.

We need like-minded marketing partners to join us and share in our aspirations. So, claim your stake in Liverpool 08 and be part of what promises to be an astonishing adventure for everyone involved.



Jason Harborow
Chief Executive, Liverpool Culture Company.