



PARTNERSHIP
OPPORTUNITIES
2018

ABOUT WIDE DAYS

“An unmissable fixture in our calendar” Record Of The Day

Since its launch in 2010, Wide Days has established itself as a music industry event with a difference. Panels, keynotes and presentations take place on the first day at the world’s oldest purpose-built student union, Teviot Row House, a far cry from the ubiquitous hotel function suites and sterile conference centres.

By inviting a diverse range of speakers and offering a heavily discounted bursary pass for those starting out in the business, it is no surprise that a high proportion of delegates are under the age of 30. Providing a forum for both veterans and the next generation of industry players, is at the heart of Wide Days’ ethos, as is creating a conducive environment for professionals to meet, exchange ideas and do business.

To this end, the second day features a range of activities including a guided coach tour, lunch, whisky tasting and a thought-provoking Q&A, earning Wide Days the Yearly Music Convention Award for Best Networking Event.

Meanwhile, on the artistic side, its showcase programme has built a strong reputation for featuring a snapshot of Scottish talent from across the musical spectrum. Chosen in consultation with leading tastemakers, the line-up features a maximum of eight acts, each playing 20-minute sets. Hosted consecutively across three venues, the gigs are attended by 1,000 people and are open to members of the public who are able to apply for free tickets via the Wide Days website. To ensure that they do not have to choose between dinner and music, food is provided for convention delegates between performances.



CONFERENCE

Wide Days places a strong emphasis on presenting a unique and varied conference programme, and has carved out a niche in setting out new themes and initiatives.

Talks and discussion are engaging and fresh, with speakers sourced from a diverse range of backgrounds to ensure more women and younger industry professionals are given a platform.

In 2017 the conference attracted 250 delegates and capacity is due to be increased in 2018.

PARTNERSHIP OPPORTUNITIES:

The conference component offers a range of opportunities for partnerships including panels, receptions, meals, delegate bags and the bursary accreditation for emerging professionals. Among the less conventional options are the guided tour and whisky tasting, which take place as part of the networking activities on day two.



SHOWCASES

Wide Days showcases a maximum of eight acts, with the 20-minute sets taking place consecutively across three venues in the same evening.

Showcases are open to members of the public, who apply for free tickets for each act they wish to see, via an online ticketing service. The showcases attracted 1,000 registrations in 2017 and this number is expected to rise in 2018.

PARTNERSHIP OPPORTUNITIES:

Venues can be fully branded, while the free e-ticket provides an additional opportunity to communicate a message or offer on the receipt or following the event.

Additional benefits can be provided to showcasing artists and the network of tastemakers consulted in determining the line-up, thereby creating a relationship with promising acts and key individuals in the Scottish music scene.

PREVIOUS SHOWCASE ACTS INCLUDE:

Honeyblood \ Fatherson \ Kathryn Joseph \ C Duncan
Model Aeroplanes \ Rachel Sermanni \ Tuff Love \ Be
Charlotte \ Catholic Action \ Withered Hand \ Elle Exxe
Cairn String Quartet \ Vistas \ PAWS \ The Ninth Wave
JR Green \ The Spook School \ The Vegan Leather
Emme Woods \ Declan Welsh & The Decadent West



NETWORKING

Day two of Wide Days is geared towards creating an intimate, friendly environment for speakers, sponsors and professional delegates to network. Special attention is given to making introductions and numerous “ice breakers” are built into the activities, including a guided coach tour, informal lunch, a music-themed talk/interview and a whisky tasting. Accreditations for the networking day are capped and in 2017 sold out.

PARTNERSHIP OPPORTUNITIES:

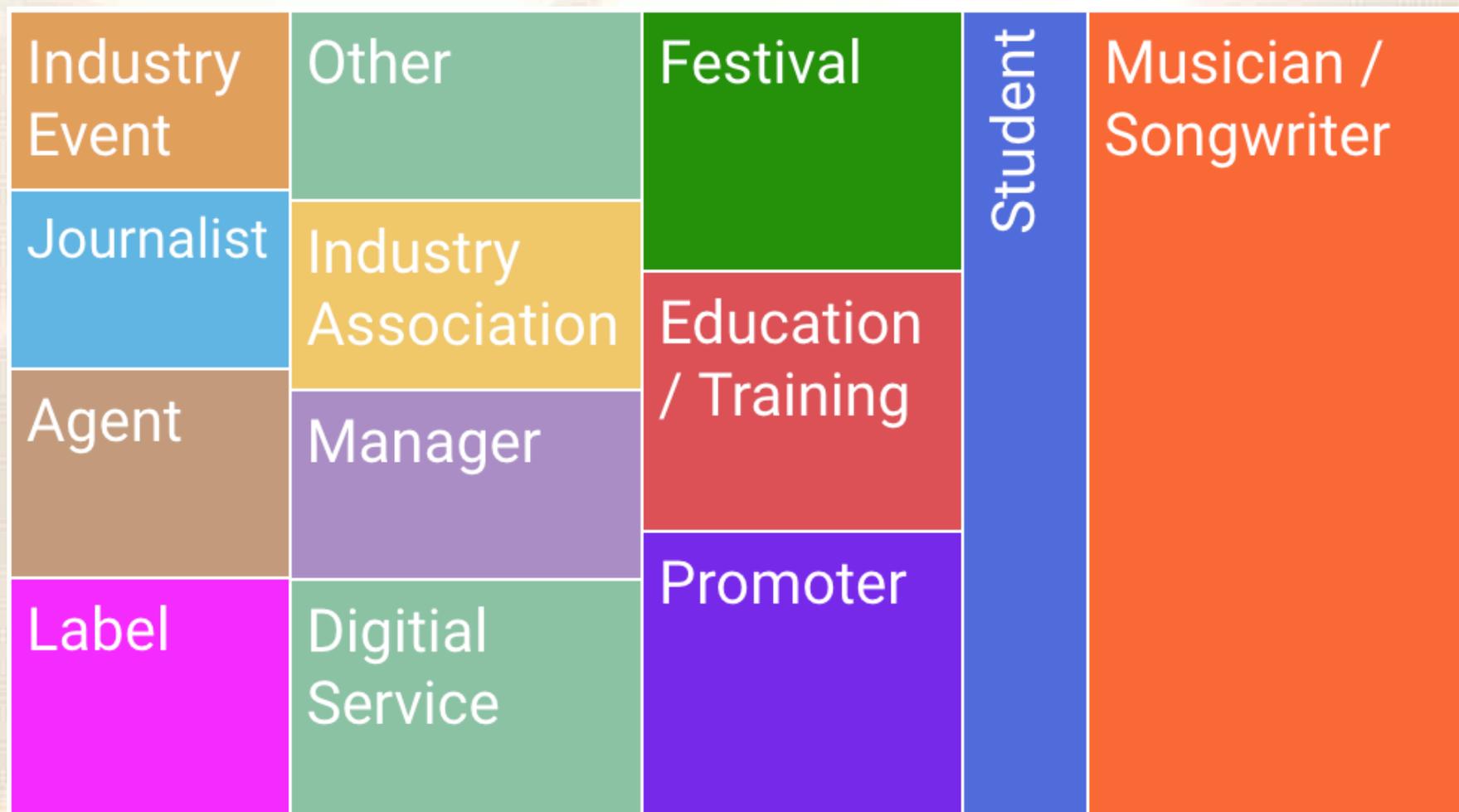
The second day provides an excellent opportunity to reach high-end delegates and speakers. This can include the individual activities or the entire day. Branding can also be incorporated into the locations.



AUDIENCE

Wide Days is attended by a broad range of delegates from across many areas of the music and creative industries. These include musicians, songwriters, artist managers, record labels, publishers, booking agents, promoters, festival organisers, talent buyers, distributors, retailers, educators, journalists, broadcasters, sync agents and venue managers.

2017 DELEGATES BY SECTOR





90% said the event offered great/good value for money

74% said they would be interested in special offers from Wide Days partners

81% read more than half the delegate programme (25% all of it)

98% spend over £10 per month on music, while 30% spend more than £40

TESTIMONIALS

"Wide Days was an all-round excellent experience both for me and for Spotify. The audience was a fantastic mix of licensors, managers and artists and this seemed to bring out a really balanced and interesting set of perspectives. The showcases and social events around the conference were a great opportunity to continue conversations and start new relationships. It was very worthwhile and a lot of fun." **Mark Williamson, Director of Artist Services, Spotify**

"Absolutely love the event, and thought everyone I saw I could have booked for TGE." **Adam Ryan, Booker, The Great Escape Festival**

"Wide Days covers so much commercial ground relating to the music industry. Each panel is informative and very well attended. The panelists are made to feel very welcome – the audiences are a real cross-section of the music industry, be it music students, up and coming songwriters or established professionals. Edinburgh is a great location too. Fantastic facilities and made to feel very welcome." **Sarah Liversedge, Director of A&R, Bucks Music Group**

"I am glad to have been invited as a panellist to Wide Days. What a great experience it was! Everything was arranged very well and I met a lot of interesting and creative people from artists to music industry professionals. The event was small but charming, and extremely worthwhile." **Kai Robøle - CEO, Waterfall Music Publishing / Chairman, by:Larm**

Wide Days is outstanding. Olaf and Michael run a fantastic event and are tremendous hosts to their delegates and speakers. Every year the thoughtfully-curated, comprehensive music panels and great live gigs showcasing Scotland's talent, seem to get better and better. I have a wonderful time working with and hanging out at Wide Days. Many of the people I have met at the event are now an everyday part of my network and it has led to several working collaborations. Thanks for letting me be a part of it this Spring 2017. Hope to be back again! **Eric McLellan, A&R, Sire Records**

MEDIA

Wide Days has featured in a broad range of music industry, lifestyle and news media including:



PARTNERSHIP PACKAGES

Headline Conference Partner

from £18,000

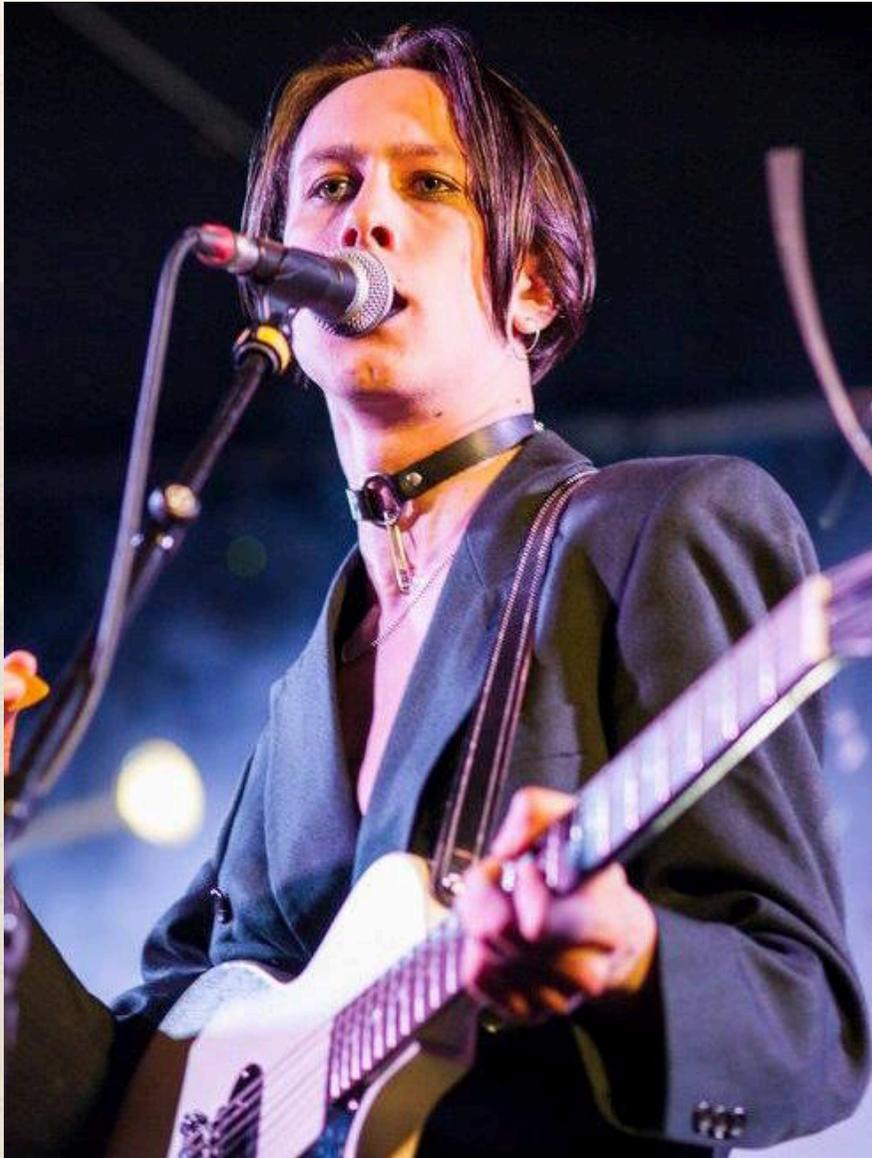
Gain maximum visibility by becoming the sole headline sponsor the entire event. The headline partner's logo will appear wherever the Wide Days logo is placed in all marketing and branding.

Headline partner benefits include:

- Top-tier branding throughout event
- Top-tier branding in all marketing and promotion
- 10x full weekend passes (*value £1,300*)
- Logo on cover of delegate programme (*1,500 printed & distributed*)
- Logo on all event signage inside and outside venues
- Logo on screens located around convention venue
- Logo placement on stage banners during convention
- Logo included on website and social media headers
- Logo included in all event mailers (to 2000+ people), website and delegate programme
- Mentioned in opening paragraph of all press releases
- 2x full page advert in delegate programme (*value £1,500*)
- Full page company profile in delegate programme
- Opportunity to open event with short speech
- Opportunity to host trade stand (*value £850*)
- Opportunity to brand convention e-ticket
- 1x Delegate bag insert (*value £750*)

Additional benefits can be discussed





Showcase Presenting Partner

from £8,000

Become the sole presenting partner of the evening showcase programme, featuring 7 of Scotland's most promising emerging artists.

Showcases are open to public free or charge with 1000+ attendees expected.

Showcase partner benefits include:

- Branding rights of showcase gigs
 - 8x weekend delegate passes (*value £1,040*)
 - Opportunity to provide stage branding for showcase venues
 - Logo on screens located around convention venue
 - Logo included in all event mailers (to 2000+ people), website and delegate programme
 - Opportunity to brand showcase e-ticket
 - Opportunity to open showcase gigs with short speech
 - Full page advert in delegate programme (*value £750*)
 - 500 word company profile in delegate programme
 - 1x Delegate bag insert (*value £750*)
- Additional benefits can be discussed*

Delegate Networking Hub Partner

from £6,500

Name and brand the main meeting area in the heart of the convention venue, and use the opportunity to connect with delegates through a variety of options, including hosting a reception or demonstration.

Networking hub partner benefits include:

- Naming and branding rights over delegate networking area (communicated in event signage and delegate programme)
 - 6x weekend delegate passes (*value £780*)
- Opportunity to host short mixer / reception with speech, demonstration or performance
 - Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
 - Full page advert in delegate programme (*value £750*)
 - 500 word company profile in delegate programme
 - 1x Delegate bag insert (*value £750*)

VIP Green Room Host Partner

from £5,000

Connect with the guests by offer complimentary products, enhanced refreshments, informal demonstrations, relaxation treatments or anything else (as long as it is within the law).

VIP Green Room host partner benefits include:

- Naming and branding rights over VIP green room area
 - 5x weekend delegate passes (*value £650*)
- Opportunity to provide samples, refreshments or other benefits to VIPs
 - Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
 - Full page advert in delegate programme (*value £750*)
 - 500 word company profile in delegate programme
 - 1x Delegate bag insert (*value £750*)

Bursary Scheme Partner

from £4,500

Help cover the costs of a convention pass for 50 emerging musicians and industry professionals, via our bursary scheme. Recipients apply online for a complimentary or heavily discounted ticket.

- Corporate responsibility
 - Host special welcome reception for recipients
 - 4 x weekend delegate passes (*value £520*)
 - Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
 - Full page advert in delegate programme (*value £750*)
 - 500 word company profile in delegate programme
 - 1x Delegate bag insert (*value £750*)

Buffet Dinner Partner

from £4,800

Provide a light dinner for delegates during the evening showcases on Fri 21 April. Includes an opportunity to make a short speech.

Buffet dinner partner benefits include:

- 4x weekend delegate passes (*value £520*)
- Opportunity to display branding during dinner
- Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
- 250 word company profile in delegate programme
- 1x Delegate bag insert (*value £750*)

Conference Lunch Partner

from £4,250

Connect with delegates by providing lunch during the conference on Fri 21 April. Includes an opportunity to make a short speech.

Buffet dinner partner benefits include:

- 4x weekend delegate passes (*value £520*)
- Opportunity to display branding (inc providing plates, napkins & cups)
- Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
- 250 word company profile in delegate programme
- 1x Delegate bag insert (*value £750*)

Delegate Bag Partner

from £3,750 (based on 400 units)

Have your company on display throughout the convention and beyond by becoming the 2018 delegate bag partner.

Delegate bag partner benefits include:

- Your logo/design featured on one side of the delegate bag
- 3x weekend delegate passes (*value £390*)
- Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
- 1x delegate bag insert (*value £750*)

Company Presentation

from £3,500 (limited to 2 companies)

Present your product or service to delegates during a 45-minute presentation session. Opportunity to invite a limited number of non-delegate pass holders as guests.

Delegate bag partner benefits include:

- 3x weekend delegate passes (*value £390*)
- Session listed in delegate programme
- Opportunity to display branding during session
- Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
- 1x delegate bag insert (*value £750*)

Drinks or Coffee & Cake Reception

from £2,500 - £3,500 (based on 300 drinks / coffees)

Invite delegates to join your company / organisation for a coffee & cake during the day, or a drink ahead of the evening showcases in the delegate bar. Includes an opportunity to make a short speech.

Reception host benefits include:

- Opportunity to display branding during reception
- Open reception with a short speech
- 3x weekend delegate passes (*value £390*)
- Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
- 1x delegate bag insert (*value £750*)

Convention Panel Partner

from £2,000

Become the presenting partner of a panel discussion as part of the convention programme.

Panel partner benefits include:

- Branding rights over chosen panel discussion
- 2x weekend delegate passes (*value £260*)
- Logo on screens located around convention venue
- Logo included in all event mailers (to 2000+ people), website and delegate programme
- 1x delegate bag insert (*value £750*)

Event Staff T-Shirt Partner

£1,800

Have your company logo on all Wide Days event staff t-shirts for visibility throughout the event.

T-shirt partner benefits include:

- 1x weekend delegate pass (value £130)
- 1x Delegate bag insert (value £750)
- Logo included in partners section of website & delegate programme

Networking Day: Guided Tour Partner

£1,500

Have your company provide the guided coach tour of Edinburgh on the networking day, Saturday 22 April.

Guided tour partner benefits include:

- Opportunity to begin tour with a short welcome speech
- 1x weekend delegate pass (value £130)
- 1x Delegate bag insert (value £750)
- Logo included in partners section of website & delegate programme

Beer Partner – VIP Gift & Artist Rider

£1,250

Have your company logo included on the label of a specially brewed beer to be included in VIP delegates/speaker goodie bags. The beer will also be provided to all artists as part of their rider.

Beer partner benefits include:

- Opportunity to join the Wide team in brewing the beer at an Edinburgh-based brewery (date dependent)
- 1x weekend delegate pass (value £130)
- 1x Delegate bag insert (value £750)
- Logo included in partners section of website & delegate programme

Networking Day: Whisky Tasting Sponsor

£1,250

Become the presenting partner of day-two's whisky tasting, with the additional option of offering a co-branded whisky glass for each attendee.

Whisky tasting partner benefits include:

- Opportunity to display branding for duration of the tasting
- 1x weekend delegate pass (value £130)
- 1x Delegate bag insert (value £750)
- Logo included in partners section of website & delegate programme
- Opportunity to provide co-branded souvenir glass (extra £300 for 50)

Networking Day: Lunch Partner

£1,250

Provide lunch for delegates and speakers during the networking day (Sat 21 April).

Partner benefits include:

- 1x weekend delegate pass (value £130)
- 1x Delegate bag insert (value £750)
- Logo included in partners section of website & delegate programme

Exhibitor Stall

from £850

Host a pop-up stall in the convention venue for the duration of day 1.

Partner benefits include:

- 1x weekend delegate pass (value £130)
- Logo included in partners section of website & delegate programme

Delegate Bag Insert

£750

Include an item of promotional material in convention delegate bags (400 bags).

Partner benefits include:

- 1x weekend delegate pass (value £130)
- Logo included in partners section of website & delegate programme

Additional packages and options available on request. A limited number of discounted packages are also available to small businesses and start-ups. Please contact us for more information.

FOR MORE DETAILS, OR TO BOOK A PACKAGE PLEASE CONTACT:

Michael Lambert

michael@widedays.com | +44 (0) 7719 343 989

Olaf Furniss

olaf@widedays.com | +44 (0) 7974 572 072

ADVERTISING

DELEGATE PROGRAMME

Printed Wide Days delegate programmes are distributed across partner venues and Central Belt music locations, as well as during the conference (1,500 copies circulated). A digital version is also sent to all delegates and available for download via the website.

2018 programme advertising rates:

Wrap-around - £2,000

Back Page - £1,000

Full Page - £600

Half Page - £350

Quarter Page - £200

DIGITAL ADVERTISING

A range of advertising opportunities are available on the Wide Days website and mailouts, including click-through banner ads and personalised messages to delegates.

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