

7 July –
31 August
2025

An art arrangement for a musical city

Guitar Sponsorship



Created by



MANCHESTER
CITY COUNCIL

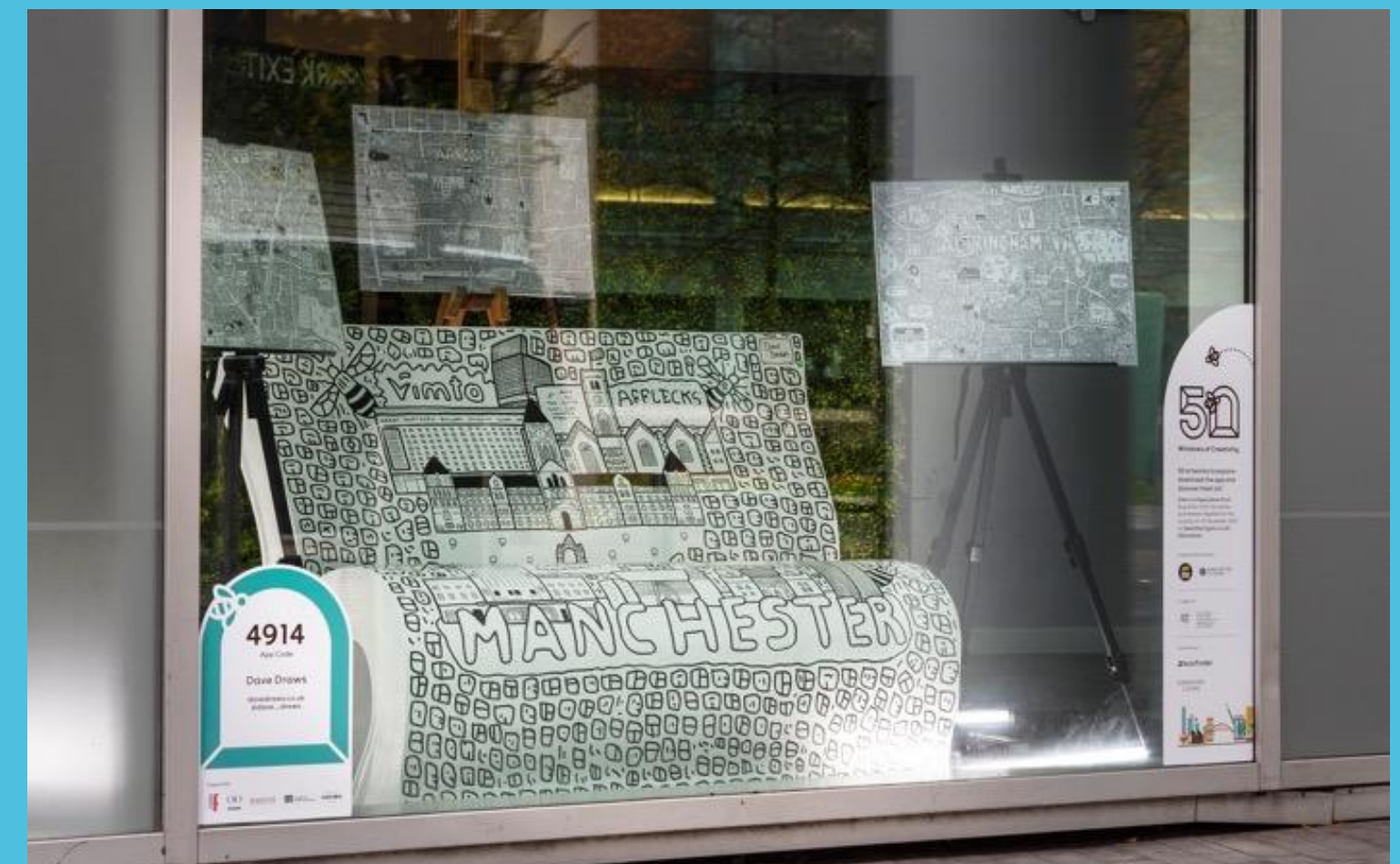
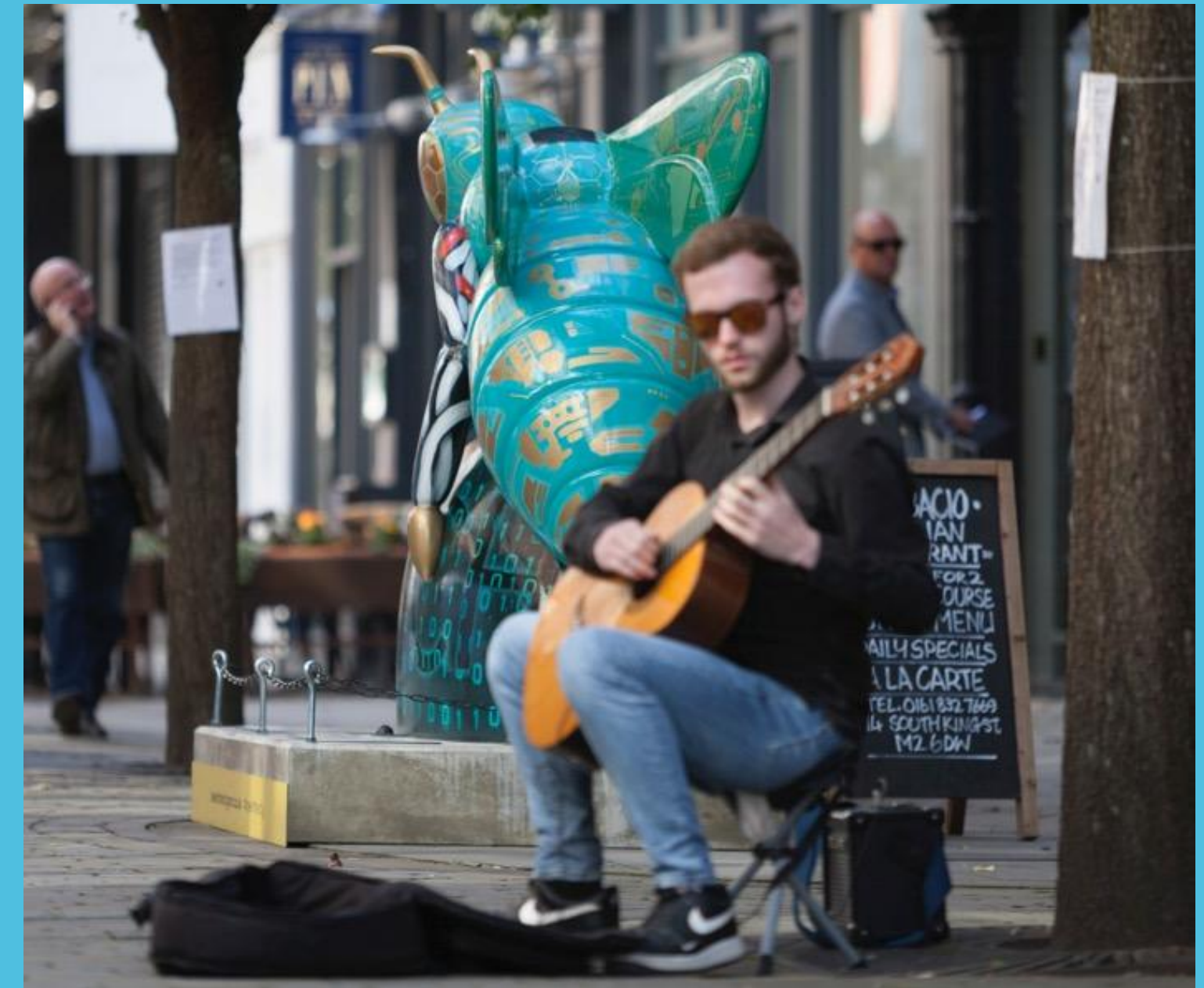
In association with



WILD in ART

Global leader in creation of art trails and creative projects. Since 2008...

- **160+** events in cities across five continents
- Over **5,600** artworks commissioned directly contributing over **£4.8m** into creative economies
- Over **1.3m** children engaged in creative projects
- Over **£28.4m** raised for charity partners
- Encouraged people to discover art in non-traditional settings, connecting them with their towns and cities
- Producers of **Bee in the City** (2018) and **50 Windows of Creativity** (2020) in Manchester



the great

A free to view, multi-sensory art trail that celebrates the people, places, moments and instruments of Manchester's music scene

Manchester is the place for music. Mancunians, music tourists and visitors will be guided around the city centre by a trail of unmissable installations, murals, mosaics and digitally enhanced experiences

“Summer Live 25 will see over 1.3m music tourists in the city coming to see the Oasis homecoming and a plethora of musical talent at over 100 venues – we want residents and visitors to experience our great musical city” *Bev Craig, Leader, Manchester City Council*

8 weeks – 7 July – 31 August 2025

- Up to 50 painted (real) guitars
- Large Guitar Street installation
- Up to 15 street art installations (5 new)
- Interactive trail app and AR experiences
- Community engagement
- Artist engagement
- Business engagement
- Learning Programme

MUSIC FOR THE SENSES

the aims



500,000+ visitors to engage with the event



75% emerging artists/artists with a Manchester or Greater Manchester connection and **25%** from nationally recognised music artists



£27.2m - £32m of economic impact (based on 500k visitors)*



Media AVE of **£1m+** with reach to surpass **80m**



Event app engagement of **2m+** interactions and **1m+** display unlocks – people will use it to follow the trail, plan a visit or just view artwork at home



Reach **300+** schools in Manchester to engage children



For every **£1** of public sector investment, leverage **£4** private sector support



We believe that connected communities make stronger, happier places.

At the end of the trail, the guitars will be auctioned to raise money to support grassroots music projects and venues throughout Greater Manchester.

Our charity partner, Forever Manchester will create a dedicated music fund and distribute the proceeds via grants, in collaboration with Manchester Music City.

Since Forever Manchester was established in 1989 it has delivered over £65m into local communities, supporting over 1,300 community projects in Greater Manchester each year.



MUSIC FOR THE SENSES

GUITAR

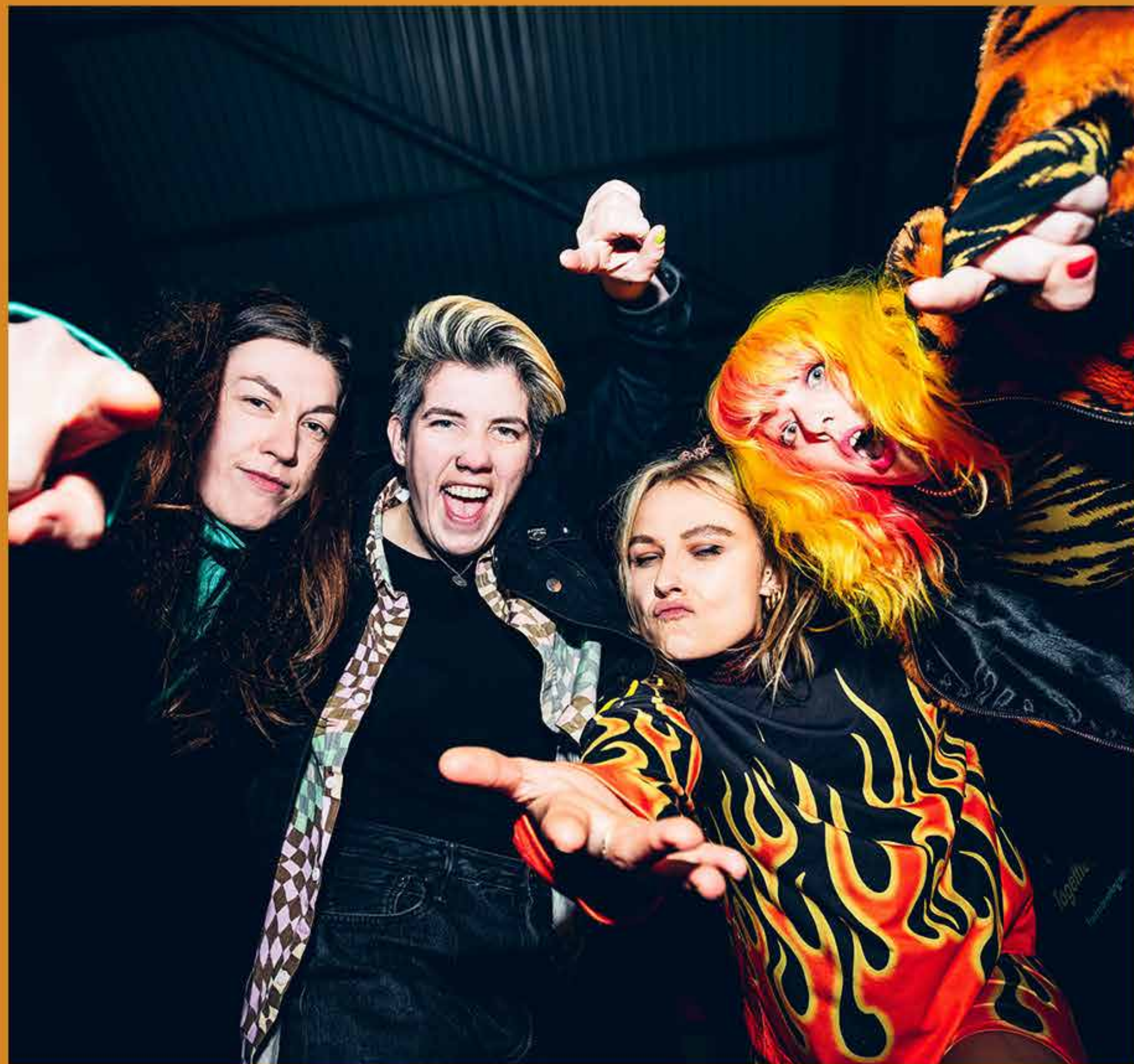
ART

10 guitars donated by well-known musicians

Guitars displayed in windows and venues as installations that celebrate the musician or band that has donated it e.g. alongside a photography exhibition, album covers or other artwork

September: guitars auctioned to raise money to support grassroots music projects/venues (with musician permission)

MUSIC FOR THE SENSES



CULTAR

ART

40+ donated guitars transformed into artworks by professional artists and sponsored by businesses

Guitar artworks displayed in shop windows and venues around the city

September: guitars auctioned to raise money to support grassroots music projects/venues



MUSIC FOR THE SENSES



KING STREET

An unmissable, multi-sensory, interactive installation created from **100+** donated guitars, displayed in King Street

Created by Manchester artist Lazerian (Liam Hopkins)

MUSIC FOR THE SENSES

SPONSORSHIP

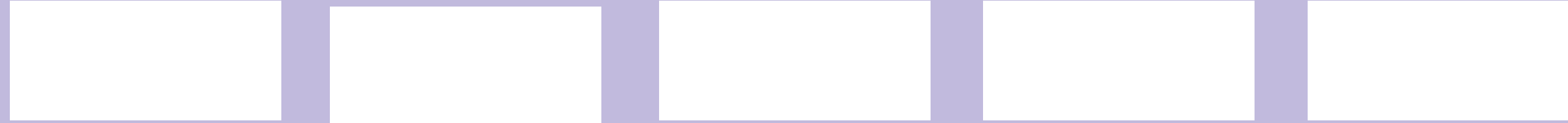
Presenting Partner(s) of Music for the Senses and all event strands

Presenting Partner 1

Presenting Partner 2

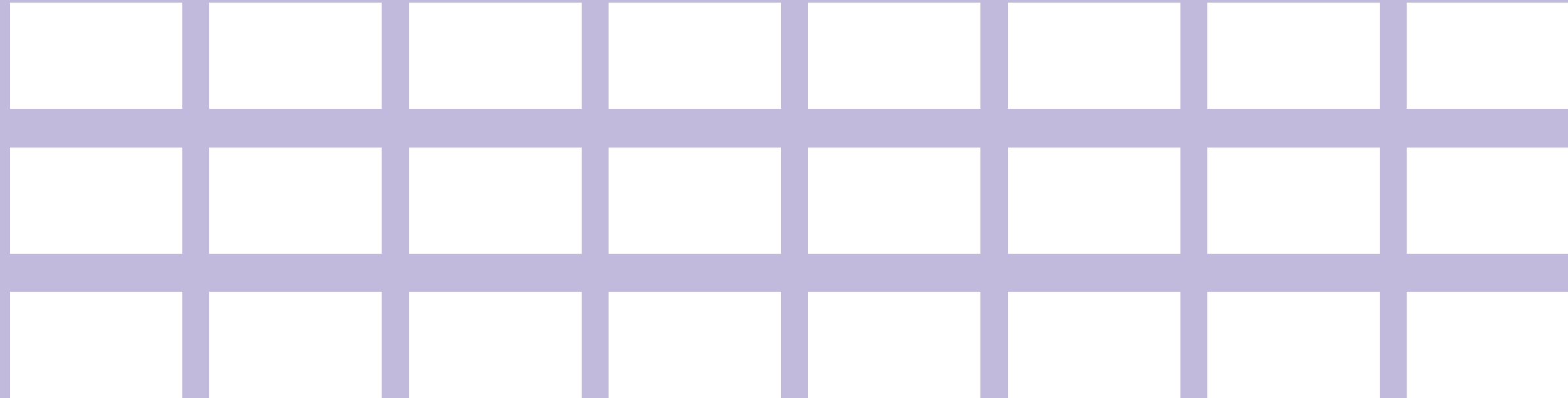
£75k plus VAT

Official Supporters of Music for the Senses and all event strands



£25k plus VAT.
Cash and VIK

Guitar Sponsors



£7.5k plus
VAT

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MANCHESTER
CITY COUNCIL

In association with



FOREVER
MANCHESTER

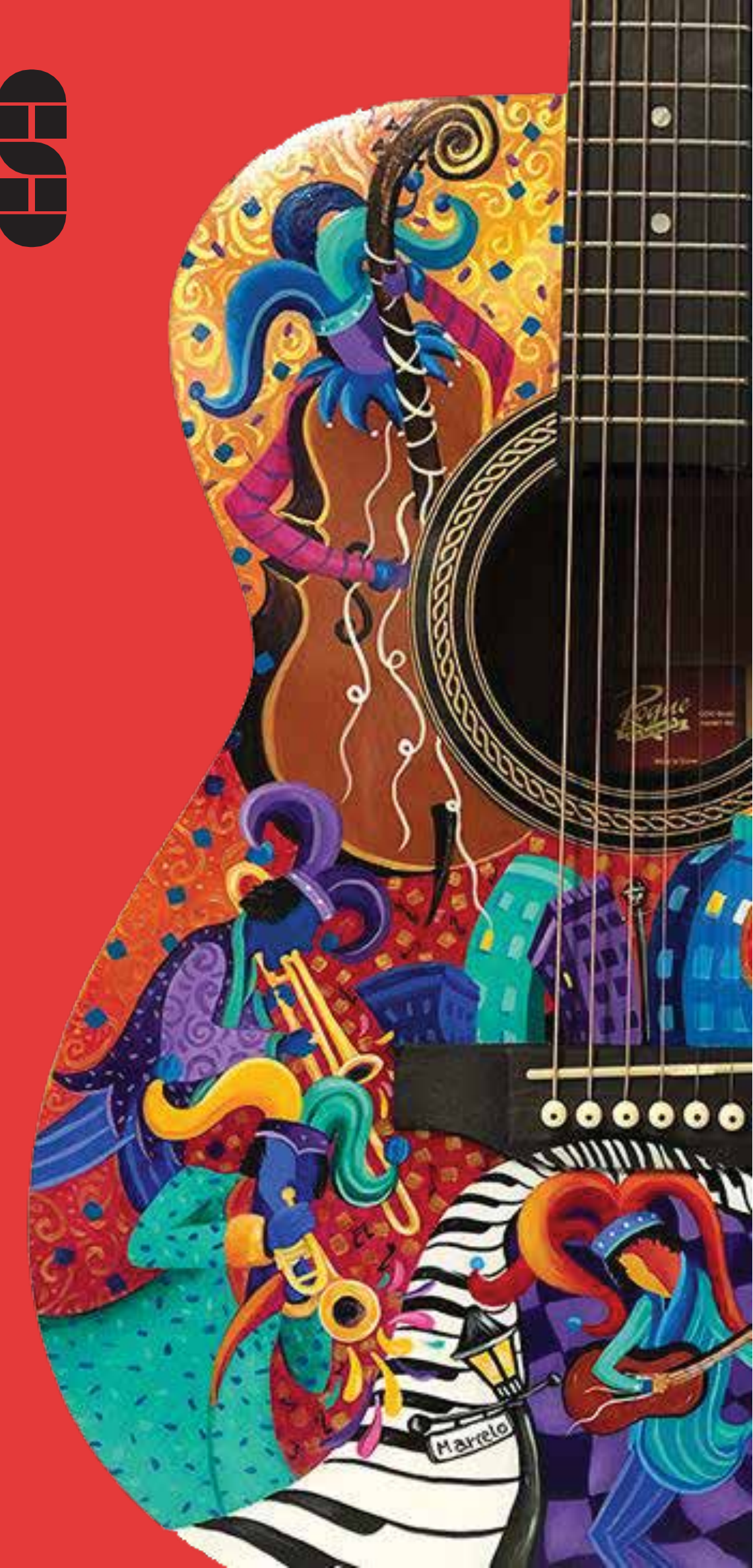
MUSIC FOR THE SENSES

SPONSORSHIP RIGHTS + BENEFITS

Guitar Sponsor

- One of a maximum of 50 guitar sponsors
- 1 guitar sponsorship
- Introduction to your guitar artist
- Logo positioning on guitar installation and on selected event print and digital assets
- Product and services integration within the event app (provide a reward)
- Access to social media channels
- Invitations to VIP sponsor events
- Account management support

Investment fee = £7.5k plus VAT



the app

Purpose of the app is to guide people around the trail, and they can unlock artworks and rewards

- Sponsors can provide a reward – B2B and B2C
- Reward can link back to sponsor's website to measure traffic
- Reward can help sales and build social media following
- Reward redemption can be limited

- Players on the app can vote for favourite guitar
- Players can measure their steps
- Players can upload a picture to the gallery



MUSIC FOR THE SENSES

WHY GET INVOLVED

- Support a free and inclusive event for the city's residents
- Showcase the best of Manchester and its musical might to over 1.3m music tourists
- Support regional and local artists
- Engage your employees and their families
- Support grassroots music and venues in Manchester through charity partner Forever Manchester
- Introduction to your street art/guitar artist
- **Provide a reward on the event app aimed at promoting your products and services**
- Build relationships with key city stakeholders and other event sponsors

MUSIC FOR THE SENSES



Timeline

March: Media announcement - guitar amnesty

February – Mid May: sponsorship call, secure spaces
(venues, windows and walls), call to artists, call to schools



19 May: Art Selection and Sponsor Activation event
(location and visuals of Guitar Street unveiled)

21 May – mid June: guitars painted by artists, mural artists confirmed

20 June: guitar artwork complete

23-24 June: Photography of guitar artwork

30 June: app final content upload

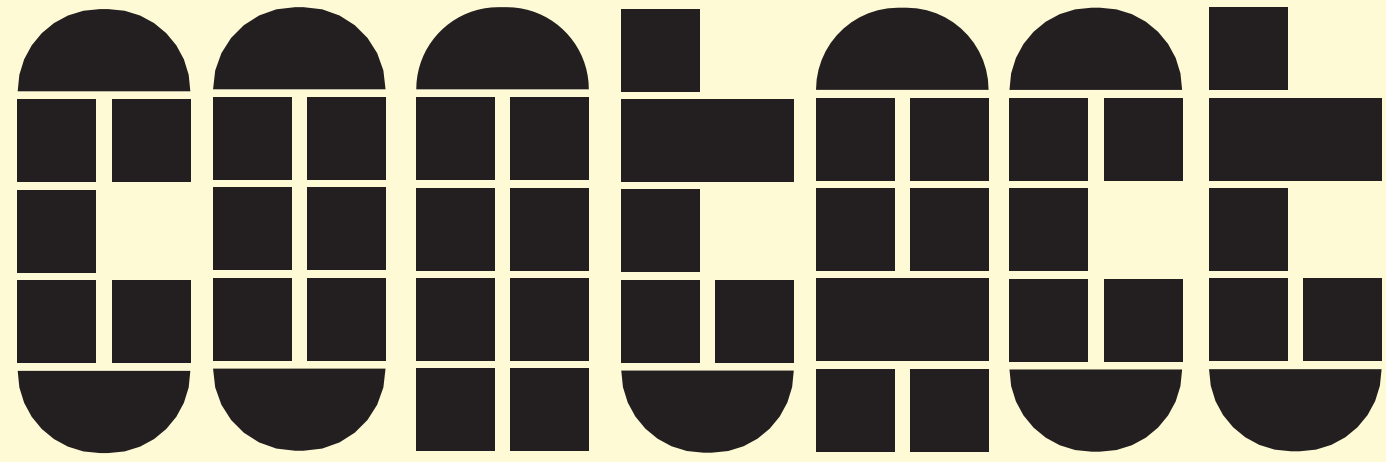
7 July: Trail live. VIP guided tours with drinks launch event

31 August: Trail ends

5-14 September: TBC guitar artwork exhibition (all in one location)

18 September: Charity Auction of guitars

October: evaluation



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