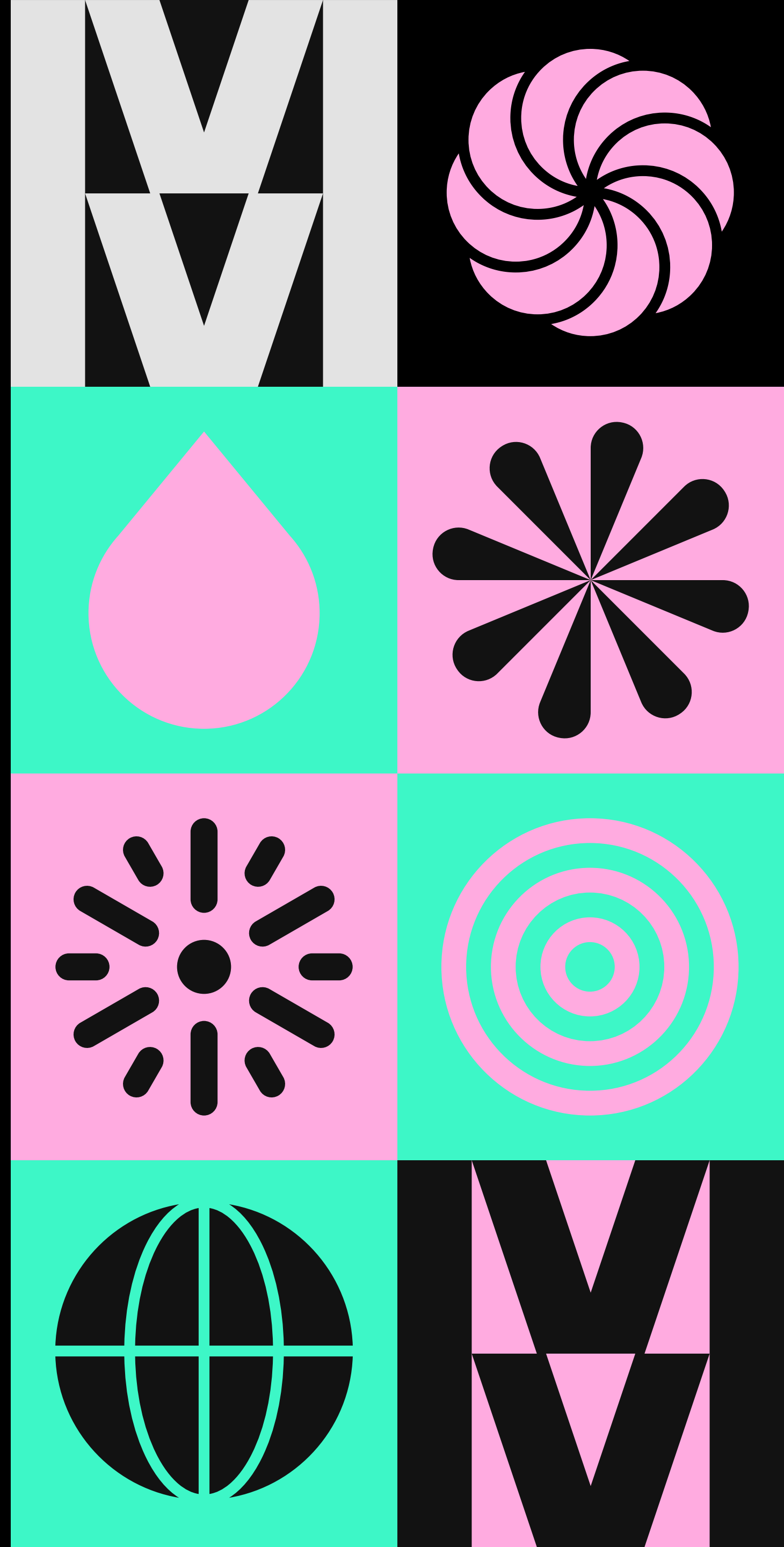


# WORLDWIDE MUSIC EXPO 2024 SPONSORSHIP OPPORTUNITIES





# MANCHESTER WELCOMES THE WORLD

**In October 2024, the world's largest and most important international music event is coming to Manchester.**

Now in its 30th year, the Worldwide Music Expo (WOMEX) is the leading networking platform for the world's music industry, bringing together over 3000 music professionals (including 280 showcasing artists) from 100+ countries, and public audiences of 5000+.

Its musical spectrum is unparalleled, embracing a vibrant mix of genres and styles including folk, roots, jazz and electronic, with artists representing diverse cultures and regions from around the globe.



Following a successful bid by Manchester Music City (a partnership comprising 25+ organisations including Manchester City Council, Marketing Manchester, Brighter Sound and English Folk Expo) the event will take up residence in Manchester for 5 packed days of international networking and performances between 23-27 October 2024.

Hosting WOMEX in Manchester will generate significant focus and attention on the city as a centre for music in all its forms, and further enhance Greater Manchester's status as an important international destination for tourists and business leaders alike.



# A RARE **MARKETING OPPORTUNITY**

**THIS IS THE FIRST TIME WOMEX HAS TAKEN PLACE IN THE UK FOR OVER 10 YEARS AND WITH THE UK'S EXIT FROM THE EU, IS LIKELY TO BE THE LAST TIME WE ARE ABLE TO HOST.**

This is a huge moment for Manchester, and for the national music industry as a whole. The city is proud to be hosting WOMEX on behalf of the UK & Ireland, with support from the Department of Culture, Media & Sport (DCMS), Arts Council England, Culture Ireland, Arts Council of Northern Ireland, Creative Scotland, Wales Arts International, Arts Council of Wales and the British Council, alongside local and regional support from Manchester City Council, the Greater Manchester Combined Authority and Manchester Airports Group (MAG).

WOMEX 24 is a unique opportunity to align brands, influence business and music industry leaders, and be part of an important initiative to strengthen the music ecology in Manchester, the wider North and the UK & Ireland in the long term.



# WOMEX 24 AT A GLANCE

## WHAT WILL BE HAPPENING?

- A bustling trade fair with 703 exhibitors from 58 countries taking place between 23-27 October at Manchester Central
- 8 stages showcasing 280 artists from across the globe at Aviva Studios, Albert Hall, Manchester Central Exchange Auditorium and O2 Ritz Manchester, with 5000 tickets open to the public
- A prestigious opening concert at The Bridgewater Hall on 23 October showcasing the best of Greater Manchester's musical talent
- An award ceremony and closing event at Aviva Studios on 27 October
- A lively conference and film programme taking place across Manchester Central and HOME between 23-27 October



# WOMEX 24 AT A GLANCE

## WHO'S GOING TO BE THERE?

- 3100 delegates from 113 countries
- 1150 event promoters
- 940 booking agents
- 840 managers
- 660 labels, publishers and distributors
- 520 governmental/educational institutions
- 260 national/international journalists
- 676 trade fair exhibitors from 57 countries
- 280 showcase artists from 42 countries
- 111 conference speakers from 45 countries

To support international visitors we are working closely with Arts Infopoint UK to navigate the changes to regulations for people and equipment travelling to the UK, as well as requirements for visiting artists.



# WOMEX 24 AT A GLANCE

**WOMEX 24 OFFERS A UNIQUE CHANCE TO AMPLIFY THE CITY REGION, IMPROVE REGIONAL PRODUCTIVITY, BOOST ECONOMIC GROWTH, UNLOCK INNOVATION AND ENHANCE SOCIAL COHESION.**

Alongside the main event, which is being delivered by local organisation English Folk Expo, Manchester music charity Brighter Sound are producing a wraparound and legacy programme called 'WE, THE LEADERS' to ensure WOMEX 24 benefits the city region's young people, emerging artists and up-and-coming music professionals.





# WOMEX 24 A LEGACY BEYOND 2024

WITH ITS OVERARCHING THEME OF 'NEW VOICES, NEW WORK, NEXT STEPS', WE, THE LEADERS WILL ANIMATE THE CITY DURING WOMEX AND ENSURE A LONG-LASTING IMPACT BEYOND THE EVENT. IT INCLUDES;

- Showcases
- Leadership training
- Commissions
- Industry roundtables
- TED-style leadership lectures
- A supplementary schools programme for Manchester's young diaspora communities
- A youth-led music conference for 16-30's



# WOMEX 24 A LEGACY BEYOND 2024

## THE PROGRAMME HAS 3 PHASES OF DELIVERY:

- A pre-WOMEX programme running until October 2024
- Activity in and around WOMEX itself (23-27 October)
- A post-WOMEX programme running through to 2025



# WOMEX 24 A LEGACY BEYOND 2024

## WOMEX 24 AND WE, THE LEADERS GENERATES THE OPPORTUNITY TO:

- Build the capacity of the region's music industry, via skills and network development, nurturing innovation and creative risk taking, fostering collaboration and catalysing new export opportunities
- Improve our regional music industry's international connections, by supporting international collaboration between creatives and other industry professionals based in the North and those working in ODA (Official Development Assistance) countries, and by enhancing their ability to export to new international markets



# WOMEX 24 A LEGACY BEYOND 2024

## CONTINUED...

- Enhance the employability of young people across the region through providing new cultural opportunities, skills development and work-based learning opportunities, supporting them to develop skills and experience required by industry employers and those they need to develop their own creative enterprises
- Enhance people's access to culture, offering opportunities for communities to celebrate and share their cultural heritage, building trust and understanding and strengthening their sense of community, local pride and belonging



# WOMEX 24 SPONSORSHIP BENEFITS

As a WOMEX 24 sponsor, you will receive acknowledgment across all areas of the event.

## GENERAL ACCREDITATION

- Your branding will appear across marketing and publicity materials produced by Manchester Music City, e.g. posters, flyers, social media posts, press releases. This will include logo credits and line credits as appropriate
- Your accreditation on the Manchester Music City website
- A line and/or logo credits in the official WOMEX brochure given to delegates at registration
- Space at the welcome desk at Manchester Central for the duration of the event. This could include pop-up banners, branded gifts and flyers as appropriate



# WOMEX 24 SPONSORSHIP BENEFITS

## NETWORKING AND STAKEHOLDER OPPORTUNITIES

- 5 VIP tickets for the WOMEX 24 opening concert at The Bridgewater Hall on 23 October, featuring the very best of Greater Manchester's musical talent
- Guestlist for night-time WOMEX 24 showcases (subject to availability)
- 3 delegate passes per day (15 in total), granting access to the WOMEX 24 conference and trade fair at Manchester Central
- Manchester Music City Drinks Reception - up to 100 local, national and international music industry professionals will meet and connect at the Midland Hotel - date tbc
  - Your organisation will be thanked as an event sponsor in the welcome speech
  - Your organisation can add up to 5 names to the invitation list to ensure a networking event of maximum value
  - Your logo included on the invitations for this event

# WOMEX 24 SPONSORSHIP BENEFITS

To take advantage of all the benefits outlined here, we are looking for sponsorship of £5,000.

We are happy to build a bespoke, budget friendly package of benefits to suit the needs of your organisation.

If you are specifically interested in supporting WE, THE LEADERS (the WOMEX 24 wraparound and legacy programme) please let us know and we can provide more information about specific opportunities relating to this work.



# WOMEX 24 CONTACT US

FOR MORE INFORMATION AND TO ARRANGE A CONVERSATION, PLEASE CONTACT:

**Kate Lowes**  
**Director, Brighter Sound**

(lead organisation for Manchester Music City)

**[kate@brightersound.com](mailto:kate@brightersound.com)**

**07796 460695**



## FURTHER INFO

# MANCHESTER MUSIC CITY

Manchester Music City (MMC) is a Community Interest Company that supports the city's vibrant music sector, enhances international relationships and works to sustain and build an inclusive music ecology. MMC is the lead delivery organisation for WOMEX 24.

MMC is also a leading member of the international Music Cities Network, a public/private network of cities working together to harness the power of music to support the success of our global cities. WOMEX 24 is part of our work with City Region stakeholders to develop a music export strategy, enabling our regional music sector to compete more effectively on an international stage.



# FURTHER INFO EVENT PROGRAMME

## WED 23 OCT

- Registration and trade fair opens in Manchester Central
- Opening event and after party at The Bridgewater Hall, featuring the best of Greater Manchester's global music scene

## THU 24 TO SAT 26 OCT INCLUSIVE

- Trade fair runs, alongside other day time activities including: conference sessions, roundtables, mentor sessions, showcase performances, film screenings, receptions, radio studio and press interviews
- Each evening there will be public and private film screenings at HOME
- From 9pm-1am, there will be performances at Manchester Central Exchange Auditorium, Albert Hall and Aviva Studios, open to the public as well as delegates. These will feature the world's best global music, selected by a specialist international jury, with each stage featuring 3 acts per evening. Albert Hall will host the regional Horizons stage, showcasing 9 global music acts from the UK and Ireland

## FRI 25 & SAT 26 OCT

- A DJ Club Summit at the O2 Ritz Manchester will run from 1am to 4am, with selected DJs chosen by the same international jury

## SUN 27 OCT

- Delegates gather at Aviva Studios for a final networking event followed by the WOMEX Award Ceremony where we celebrate an artist and music industry professional, plus announce the host city for WOMEX 2025

# FURTHER INFO VENUES

Manchester is home to some of the best venues and music infrastructure in the world, all fully accessible and with excellent acoustics. A number of the City's central venues, all within a 10 minute walk of each other are partnering with us to deliver WOMEX 24.

## ALBERT HALL

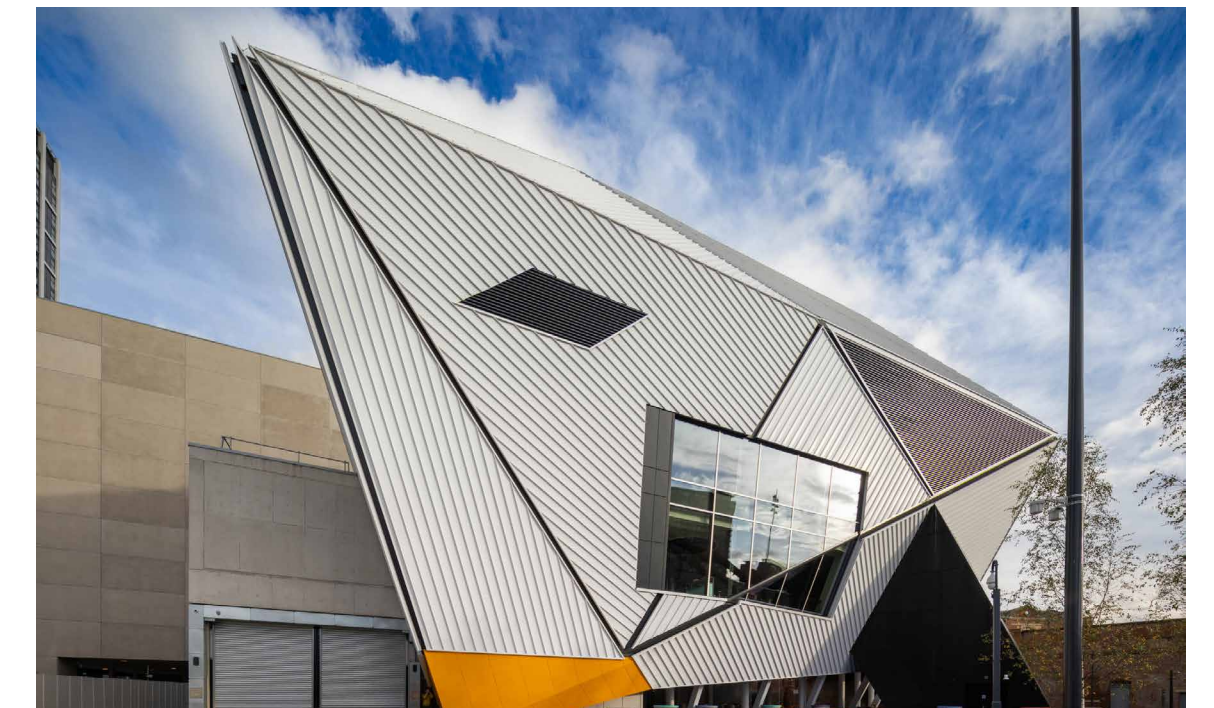
Built as a Methodist chapel in 1908, this ornate building is one of the North's most atmospheric music and events venues, with a capacity of 1900. It will host a range of evening showcase events.



ALBERT HALL. Photograph by Sinead Ferguson

## AVIVA STUDIOS

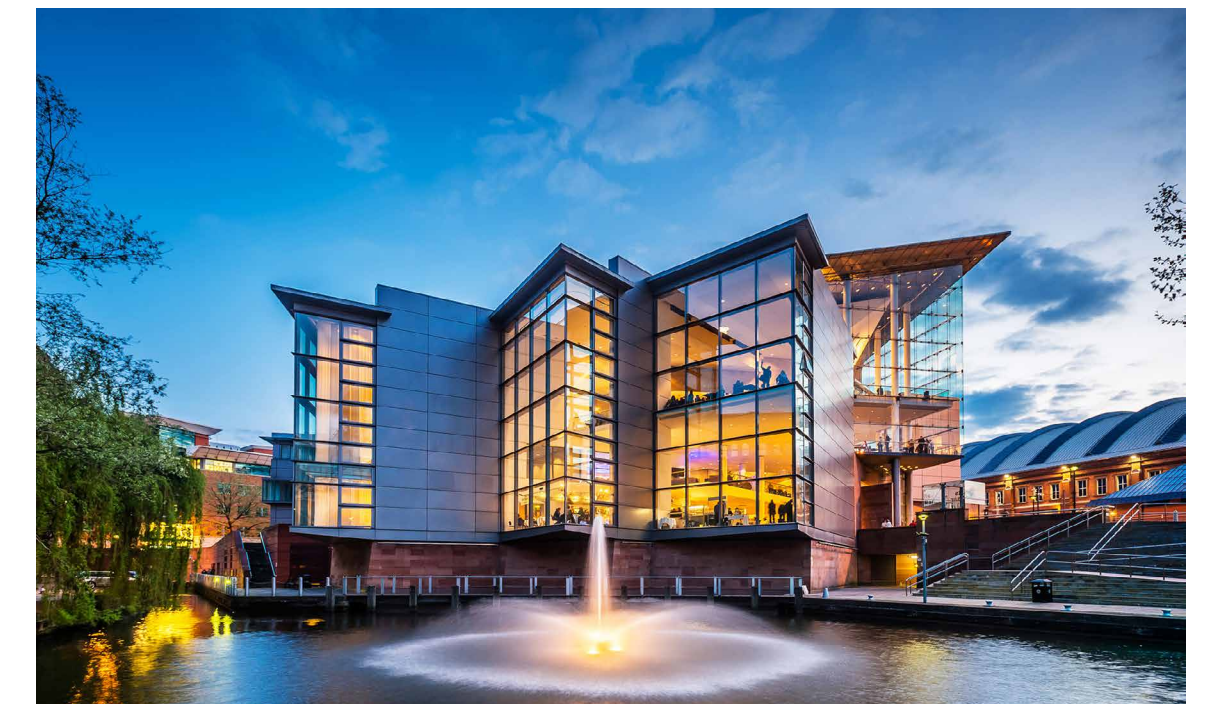
The newly-opened Aviva Studios comprises 3 main flexible internal spaces including, ground floor, warehouse and auditorium. Divided into 2 spaces by an acoustic wall, the 5000 capacity warehouse will provide 2 evening showcase spaces, while the auditorium will host the closing awards ceremony.



AVIVA STUDIOS. Photograph by Tomasz Kozak

## BRIDGEWATER HALL

Bridgewater Hall is Manchester's international concert venue, The Bridgewater Hall, will host the opening night event. Home to the Hallé orchestra, the concert hall has a capacity of 2341.



BRIDGEWATER HALL

# FURTHER INFO VENUES CONTINUED



## HOME

With five cinema screens within its bustling city centre venue, HOME is the perfect venue partner to host the WOMEX 24 film programme.



HOME. Photograph by Paul Karalius

## MANCHESTER CENTRAL

Will host all daytime activity, including the trade fair, conference and roundtable sessions, plus a host of daytime and evening showcases.



MANCHESTER CENTRAL

## 02 RITZ MANCHESTER

Built in 1928, this Grade II listed venue was once one of the UK's most popular ballrooms, and is now an essential destination for touring acts. With a 1500 capacity, it will host the Club Summit programme.



THE RITZ

# FURTHER INFO PUBLIC AUDIENCES

Being able to open up WOMEX performances to a public audience is central to our business model for the event. Our aim for WOMEX 24 is to open up access to culture for people from communities across Greater Manchester and the wider North with a range of affordable ticket options.

The first wave of public tickets (3-Night and 1-Night Festival Passes) are now on sale via the WOMEX Festival website. Individual venue/day tickets will be available from September.





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