

**THE WORLD'S LARGEST PUBLIC ART EXHIBITION
June – September 2004**

*"Cow Parade was the single largest and most successful event in
the history of Chicago"*
Mayor Daly, Chicago 1999



In 2004, Manchester will host the City's largest public art event as life-size cows, colourfully painted and decorated by artists, celebrities and members of the public adorn the streets, high profile buildings and public spaces in Manchester and its environs for over three months.

CowParade Manchester will be one of the most popular tourist attractions and arts participation events ever to take place in Manchester. This high-profile initiative – guaranteed to bring a smile to everyone's face – is set to have a major economic and cultural impact on the City.

CowParade will attract thousands of additional visitors to Manchester during the Summer months and engage hundreds of businesses with the creative industries showcasing Manchester and the North West's creative talent.

Furthermore, many of the cows will be auctioned at a gala event following their three month appearance in CowParade. Working with Manchester Kids (registered charity no. 1087854), proceeds will support locally based children's and young people's charities.

This event will – once again – firmly place Manchester in the international spotlight as the UK's leading presenter of world class events, and ensure its continued and envied reputation as one of the world's most creative and innovative cities with a unique spirit of fun and character.

Manchester City Council - working with CowParade Europe Limited and other key strategic partners including Marketing Manchester, Arts & Business and Arts Council North West – is keen to engage the private and public sectors together with our local communities to make this an unprecedented success.

There are a wide range of opportunities for your business to become involved ranging from sponsorship of an individual cow – or a herd – to the creation of a specific project that might involve your staff or the communities with whom you do business.

Whatever your corporate and marketing objectives, there is a team of people experienced in event management, sponsorship, public relations and marketing who will explore the many exciting opportunities to ensure that your association with CowParade Manchester is both rewarding and memorable.

Economic Facts

"CowParade New York left a really great impression on the City; it excited people about art while capturing the heart of New Yorkers"
Mayor Rudi Giuliani, New York 2000

The first CowParade took place in Zurich in 1998 and over the last few years, New York, Chicago and Sydney have all played host. All will say the same. Retailers report an increase in footfall and spending, tourist authorities report increased visitor numbers and local authorities report that residents spent more time in the city 'cow spotting'.

The Chicago Visitor and Convention Bureau estimated that CowParade Chicago 1999 attracted 3 million additional visitors to the city and had a \$500 million economic impact.

In summary,

- Over 1,500 companies have sponsored cows
- CowParade has raised some £7 million for charitable causes around the world
- CowParade has injected £2 million into the creative communities
- Individual retailers – who have sponsored cows – reported an increase in sales of up to 28% from people coming to see 'their' cow
- Within 48 hours of the placement of the cows at Gloucester Road tube station as part of London Underground's Platform for Art programme, 1,153 people made contact with CowParade to say thanks
- CowParade fans in the US have made CowParade merchandise (miniature cow figurines) the number one adult collectable
- UK retailers of CowParade merchandise have reported that anything up to 40% of the daily sales are cows
- Collectors/buyers of the full size cows include:

Nelson Mandela
Queen of Jordan
Ringo Starr
Lord Heseltine
Elton John
Mel Smith
And, not forgetting, Tom Bloxham

Corporate Schemes

A. Cow Sponsorship

As a Sponsor of an individual cow, your organisation's name will be associated with one of the most creative and imaginative Cow designs in CowParade Manchester 2004.

You will be offered a selection of designs from both professional and amateur artists and designers for you to sponsor.

As an Official Sponsor, your organisation will receive the following:

- Acknowledgement and name on the plaque attached to the base of the Cow
- Acknowledgement in the Official CowParade full colour souvenir (coffee table) book
- Company profile through CowParade Manchester 2004's comprehensive PR and marketing programme
- Permission to use the words "CowParade" and "CowParade Manchester 2004", the CowParade logo and image of your cow (with the written approval of CowParade Manchester Ltd) up until 31st December 2004 for your own marketing/promotional purposes
- Company name and profile with hyperlinks on the official CowParade website (www.cowparade.com receives in excess of 2 million page views per year)
- Two free tickets to the CowParade Manchester 2004 Opening Event
- Two free tickets to the Gala Auction in October 2004
- 10% discount on sponsorship fee for subsequent CowParade events

Additionally, in-kind sponsors are being sought for transportation and arts materials together with the provision of a public painting space and a cow hospital.

Cow Sponsorship begins at £5,000 plus VAT. Artist's and planning fees, public liability insurance and the siting of the Cow pre and post exhibition are included within the fee.

B. Cow Patronage

In addition to Cow Sponsorship, your organisation can assist in making this event distinct and unique to Manchester and the North West by joining our Cow Patronage Scheme.

CowParade Manchester will feature a number of special projects highlighting the cultural diversity of our communities together with showcasing the wealth of creative talent across the region.

As a Patron, you can provide support or become involved in an individual project. These projects will be developed in collaboration with yourselves and could range from engaging an artist in residence to work with a specific group in your local business area; commissioning an artist or designer to work alongside your employees or create your own corporately designed cow (no logos allowed).

We are delighted to be working with organisations like Arts Council North West and Arts & Business to ensure that every opportunity is taken to maximise the creative, economic and social benefit to business, the arts and our communities.

Each scheme will be discussed and facilitated by a team of experienced personnel and be specially designed to fulfil your corporate and marketing objectives as part of a tailor-made package of associated benefits.

Contacts

Please join CowParade Manchester 2004 and have your name and brand associated with one of the most high profile and exciting initiatives ever to take place in Manchester.

If you would like further details about the Cow sponsorship and patronage schemes, please contact us.

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