



NewcastleGateshead
Initiative

BE PART OF IT

BECOME A NEWCASTLEGATESHEAD
INITIATIVE PARTNER



north east
england

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WHY BECOME A PARTNER OF NEWCASTLEGATESHEAD INITIATIVE?

In short, because you and your business can really make a difference; by becoming a partner you can play a proactive role in driving economic growth and boosting the profile of NewcastleGateshead and the North East.

Your support will enable our work to continue - marketing NewcastleGateshead and the wider region on a national and international stage in order to attract visitors, major conferences and events, students, new investment and jobs. With your help we can grow the pie for the benefit of us all.

In addition, by becoming a partner there are a range of opportunities for your business. For each partnership level - gold, silver and bronze - we've identified the key benefits (see details enclosed in your folder) to help you make the most of them.

You'll see that the benefits on offer are wide-ranging; we'll work with you to spot the right fit for your business. We'll also work with you to develop new and bespoke opportunities where it makes sense.

But to really whet your appetite, we've captured a few highlights of partnership right here...



Engage with our vibrant festivals and events programme

Take advantage of opportunities to sponsor, support, volunteer at and enjoy some of the most successful annual and one-off events in the region - from Juice Festival for children and young people and our award-winning food festival EAT! to CBBC Live and the Rugby World Cup.



Enjoy outstanding business profiling opportunities

Our events and corporate communications channels - from newsletters to twitter - reach an audience of over 1,500 partners and stakeholders and provide the perfect platform for you to share your latest news and developments across the region.



Be at the forefront of the latest inward investment opportunities

Our inward investment team is currently working on projects that have the potential to create over 7,000 jobs for the region within high-growth industries. The team has an extensive national and international network and a proactive and inclusive approach to business winning - there are a range of opportunities for businesses to get involved.



Play a part in shaping the success of the region

Whether you're motivated by CSR targets, staff recruitment and talent attraction needs or the simple desire to make this a great place to live and work for you and your employees - your contribution through partnership can make a difference. [This of course is priceless!]



Access unrivalled business networking opportunities

Our varied programme of partner events attracts more than 1,000 senior business people each year from over 170 of the most dynamic public and private sector organisations in the region. Gold partnership provides the opportunity to apply for a place on our influential board.

How can NewcastleGateshead Initiative partnership benefit your business?



Capture a slice of the £100m+ business tourism market

The destination hosts around 15,000 conferences and meetings annually, attracting over 1 million delegates who contribute an estimated £104m to the local economy. Our convention bureau is at the heart of driving the continued growth in this sector, attracting major events here and delivering direct business leads to our partners.



Grasp the opportunities that the £3bn+ visitor economy brings

Tourism is a major economic driver for the North East, generating £3.6bn expenditure annually and supporting 55,400 jobs. It is the region's fourth largest sector in terms of GDP. Our national and international marketing campaigns promote the destination to potential visitors and underpin its continued growth.

THE STORY OF NEWCASTLEGATESHEAD

The story of NewcastleGateshead is an inspiring one. United by the mighty River Tyne, we're a community bonded by a passion for sport, an eye for the arts and a genuine flair for business.

Many of the great breakthroughs of the past happened right here. Stephenson built his famous steam train, the Rocket, and Joseph Swan invented the light bulb ahead of his American rival, Edison. And that inventive spirit is still flowing through us today.

Our stunning Quayside is alive with art, music, theatre and culture, with BALTIC Centre for Contemporary Art (the first non-Tate organisation to host the Turner Prize outside of London), Sage Gateshead (the £70m acoustically perfect music venue designed by Foster & Partners) and Live Theatre (home to acclaimed Billy Elliot playwright Lee Hall) - to name a few of our impressive cultural assets.

Creativity runs through North East businesses too. We have one of the strongest gaming clusters north of the M25 and that's on top of our impressive reputation in design, digital and smart technology.

We're also well connected. International air- and sea-ports, fast road and rail links and a £6m investment in superfast broadband mean the world is as close as a double-click away.

Nearer to home, the region's 'outdoors' really is worthy of the title 'great'. Spectacular country and coast abound while Jesmond Dene and Saltwell Park

offer a beautiful breath of fresh air in the urban centres of Newcastle and Gateshead. We're also home to one of the most viewed outdoor artworks in the world: more than one person every second sees our iconic Angel of the North.

Our universities and hospitals are working together on pioneering research and with both International Centre for Life and the National Centre for Ageing Science and Innovation located here they are breaking new ground; knowledge with real commercial, as well as life-changing, potential.

This is also the place voted the UK's No 1 by students. With the universities of Newcastle and Northumbria at the very heart of the city and a real reputation for excellence in law, design, sport, healthcare and business, it's not hard to see why. Sunderland and Durham universities add further clout to the region's higher education credentials. Couple this with our innovative schools and colleges; NewcastleGateshead is an inspiring place for learning.

Of course, it's not all about work here. We like to play too; from the fanatical football fans that fill our stadiums every week to the largest half marathon in the world staged here each year, the Great North Run.



£32bn

NEWCASTLEGATESHEAD CONTRIBUTES £32BN TO THE UK ECONOMY EACH YEAR (GVA)

VOTED THE UK'S **NUMBER ONE** BY STUDENTS

We were famously the fuel behind the industrial revolution. Now, our enterprising and creative minds are exploring the exciting possibilities of oil, gas and revolutionary green fuels while advanced manufacturing is unlocking big potential from the microscopic worlds of nano- and biotechnology.

NewcastleGateshead is genuinely inspiring. It's a place that never forgets its heritage yet now trailblazes across many sectors and spheres. And there is no doubt that if the North East as a region is to thrive, then NewcastleGateshead, at its very heart,

must continue to be successful. But it's likely you already know all this - so what now?

By becoming a partner of NewcastleGateshead Initiative, you and your business can play a proactive role in telling our great story, shaping the region's future success and putting North East England firmly on the map.

We're not 'there' yet. We can't afford to rest on our laurels. Collectively we must work together to ensure that NewcastleGateshead's flame burns even more brightly in the years to come.



QuantumMDx based at Centre for Life



Game developer Eutechnyx

WHO ARE WE?

We're the creative, collaborative and relentlessly positive team which champions NewcastleGateshead and North East England; we're NewcastleGateshead Initiative!

We market NewcastleGateshead and the wider region on a national and international stage; to inspire people to visit, and to live, learn, work and invest here.

Through all of our activity, we seek to change perceptions and create positive profile in order to attract visitors, major conferences and events, students, new investment and jobs. Our focus is economic growth - it's that simple.

Established in 2000, we are a non-profit, public-private partnership working with more than 170 partner businesses and organisations right across North East England. We also continue to work with and receive valuable support from Gateshead Council and Newcastle City Council.

Over the past 15 years, we've established a strong track record of successful delivery. As a result, our partnership base and remit has grown. But our overarching aim remains constant: to create a supportive environment for wider economic development so that our region can thrive.



Delegates at flagship conference venue Sage Gateshead

WHAT DO WE DO?

- We manage **inward investment** activity to attract new business, investment and jobs to the area while also supporting indigenous businesses to grow and ultimately help to deliver private-sector-led growth.

- We develop and deliver **national and international marketing campaigns** to attract short break visitors here, support the growth of the visitor economy and change outdated perceptions. Positive destination promotion underpins all of our work.

- We run the **Convention Bureau** and promote the region as a leading conference destination to attract high-quality conferences and events and national and international associations that showcase the location. Business visitors spend more and are the potential investors and leisure visitors of the future.

- We promote the breadth of NewcastleGateshead's cultural offer and develop and deliver cross-river **festivals and events** in order to secure positive profile, attract visitors, deliver economic impact and build local pride.

- We manage and deliver an innovative **visitor information service** across NewcastleGateshead. Well informed visitors spend more, stay longer and are more likely to return.

- We promote NewcastleGateshead as the UK's **best student city** and support HE and FE partners to attract and retain students - the region's skills, capability and workforce of the future.



New Year's Eve Winter Carnival



Visitors to NewcastleGateshead now account for £1.42bn of expenditure annually

WHO DO WE WORK WITH?



ngisolutions

NGI Solutions is our trading company; it's a dynamic business that makes best use of our extensive in-house skills, knowledge and expertise. Through NGI Solutions we deliver distinct, commercial projects and secure new income to be reinvested in our core work - which in turn delivers economic growth for the region.

As a destination marketing agency, we have a proven track record of developing and delivering **impactful and targeted communications campaigns** (regionally, nationally and internationally), **strong and respected**

research and insight capabilities and **award-winning event production and delivery expertise** - all of which have been tried, tested, and achieved significant success, over the past 15 years.

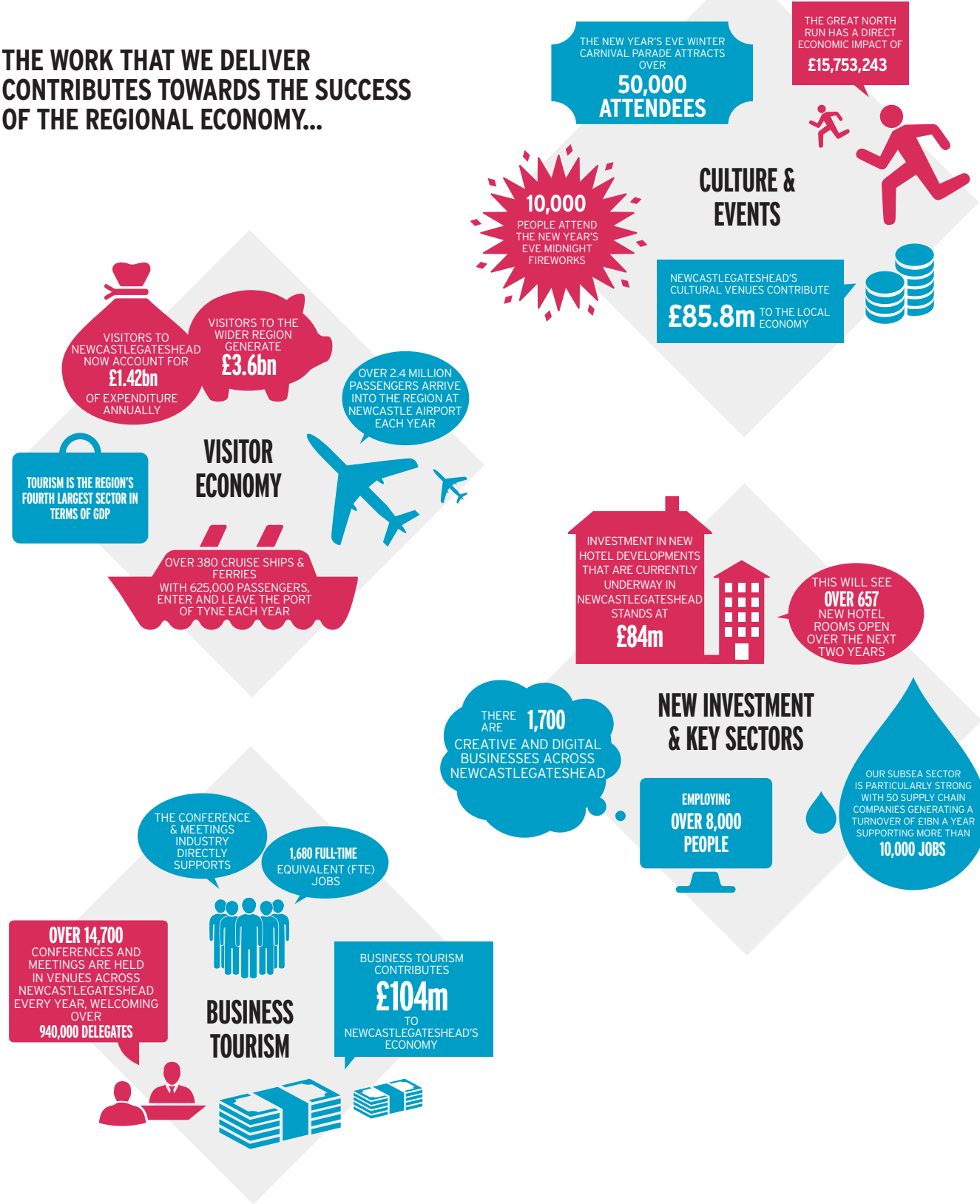
It's these services that we now offer through NGI Solutions.

To find out more or to discuss a potential project or commission, please contact our business development director on 0191 440 5744 or visit ngisolutions.com.



WHAT'S THE IMPACT?

THE WORK THAT WE DELIVER CONTRIBUTES TOWARDS THE SUCCESS OF THE REGIONAL ECONOMY...



PARTNERSHIP CHARTER

We work with a diverse mix of organisations across NewcastleGateshead and North East England, from retailers to property developers, hotels to training providers, cultural institutions to leading law firms and many, many more.

We believe it's essential that partnership is a two-way, interactive and proactive process. Our partnership charter sets out how we like to work and we'll happily sign on the dotted line with partners who can bring their energy and commitment to the table.



Port of Tyne: sponsors of our EAT! NewcastleGateshead festival

Partnership Charter

NewcastleGateshead Initiative pledges to:

- Work with relentless energy, enthusiasm and professionalism to profile NewcastleGateshead and the wider North East nationally and internationally.
- Be a source of positivity and confidence, celebrating all that is great about our region and constantly seeking creative new ways to champion our place and its people.
- Provide a range of valuable networking, marketing and business benefits to our partner organisations.
- Create platforms which encourage collaboration and help our partners to make meaningful connections with the media, key stakeholders and potential visitors, clients, investors and each other.
- Provide a bridge between the public and private sectors and between business, education, tourism and the creative sectors to help all achieve more and drive the destination forward.

By becoming a partner of NewcastleGateshead Initiative, our partners commit to:

- Being a vocal and positive advocate for NewcastleGateshead and North East England, championing the place and using their local, national and international networks to help spread positive messages about the region as widely as possible.
- Playing a full and proactive role in the partnership, seizing opportunities, getting involved and using the platforms NewcastleGateshead Initiative provides to create opportunities for their own organisation.
- Ensuring that anyone new to the region (to visit, live, learn, work or invest) has a positive and engaging experience.

Sarah Stewart *Keef*

“NewcastleGateshead Initiative is a fundamental component to developing the North East's economy. It is the only agency actively promoting the region to business, visitors and investors on a national and international stage and can take some credit for the fact that the North East is the only region in the UK with a positive balance of trade. Working in partnership with NGI has brought the Port of Tyne benefits in enhanced engagement with business, community and government and in true partnership, the more each side puts in, the more we all and the area benefits.” **Andrew Moffat - CEO, Port of Tyne**

WHAT OUR PARTNERS SAY

"Over the years, NewcastleGateshead Initiative partnership has proven to be a fantastic networking opportunity, a route to market for our events offer and an important means of enhancing our civic role and extending our economic impact."



"For me, the real highlight is the NewcastleGateshead Initiative staff. They're an incredibly enthusiastic bunch: very positive, very able, always wanting to shout about the great things on offer in the region. It's all about getting involved and being part of a really vibrant, forward-looking region."



"By attracting talented, ambitious people to the region and encouraging those already here that they can achieve their goals without moving elsewhere, NewcastleGateshead Initiative is making a real difference to the business and professional life of Tyneside."



"We see tremendous value in our partnership with NewcastleGateshead Initiative, with both organisations striving to strengthen the economic power of the region by encouraging inward investment and strengthening the profile of the region as a vibrant aspect of the UK's future growth."



"We're big fans of NewcastleGateshead Initiative here! They're excellent at what they do and the only organisation we work with that performs at a national and international level to promote the interests of NewcastleGateshead. NGI does a fantastic job in attracting visitors to the region and it makes sense for us to come together and promote what we can offer as a city."



"Our longstanding partnership with NewcastleGateshead Initiative is an important ingredient in our marketing of Stephenson Quarter, the city's largest mixed development for a decade, featuring the Crowne Plaza Newcastle and high spec office The Rocket. NGI works to attract more visitors and more investment, which boost private sector involvement and in turn boosts confidence in the region. Their work is vital to our business."



"We need a world-class destination marketing organisation, including a team to attract inward investment to the area. NewcastleGateshead Initiative is just that and we benefit in many ways, including access to intelligence, introductions to investors and occupiers and representation at national and international trade and property events. We would all be the poorer without NGI."



"NewcastleGateshead Initiative has been, and remains, a valuable partner to The Hanro Group. NGI's initiatives and activity add value to many aspects of our work. Their ability to work across geopolitical boundaries is also a significant benefit to our business, to NewcastleGateshead and to the wider region. NGI is undoubtedly a major player in the economic regeneration of the North East."



"Partnership provides the opportunity to get involved in the many regional, national and international campaigns that are organised by the NewcastleGateshead Initiative team. Not only are we strong ambassadors of NewcastleGateshead Initiative, but NewcastleGateshead Initiative is very much our ambassador. We have been introduced to many national and international clients directly through our partnership."



"The excellent relationship we have with NewcastleGateshead Initiative is of enormous benefit to us. Their enthusiasm and passion attracts people from all over the world and leaves them in no doubt as to what an astonishing place this is. In particular, NGI's work to profile NewcastleGateshead's cultural credentials nationally and internationally delivers valuable, positive profile for the area - and for venues and attractions such as ours."





NewcastleGateshead Initiative

If you are interested in becoming a partner of NewcastleGateshead Initiative and would like to arrange to meet with us to discuss partnership, please contact us at:

NewcastleGateshead Initiative
9th Floor
Baltic Place East
South Shore Road
Gateshead
NE8 3AE

E: info@ngi.org.uk
T: +44 (0)191 440 5720
Twitter: @NGInitiative
W: NewcastleGateshead.com/corporate



Gold partners

NewcastleGateshead Initiative: working in partnership

A gold partner is one of North East England's most influential businesses or organisations; one which shares NewcastleGateshead Initiative's high ambitions for the region and is absolutely integral to the successful development of NewcastleGateshead.

Gold partners will be at all key networking events, at the table for major decision-making and have significant capacity to help boost the area's profile and drive forward its future growth and success.

Benefits to your business

While supporting our work to promote the destination, gold partners also enjoy a wide range of benefits and opportunities*.

Networking and profile building:

- Opportunity to nominate a representative from your organisation for a seat on the board of NewcastleGateshead Initiative alongside other key stakeholders - exclusive to gold partners.
- Opportunity to jointly host bespoke events aimed at our business network and database of influential partners - exclusive to gold partners.
- Voting rights at NewcastleGateshead Initiative's Annual General Meeting - exclusive to gold and silver partners.
- Invitations to attend two Business Leaders' Briefings each year - for senior level contacts at gold and silver partners only. These exclusive briefings attract 40-60 leaders from North East England's most influential organisations and present a valuable networking opportunity.
- Invitations to attend three Partner Update Meetings. Attracting over 100 contacts from a wide range of organisations, these updates are designed to facilitate networking, to communicate our recent activity and highlight upcoming opportunities.
- Profile for your news, events and special offers within Your Network - our exclusive monthly e-newsletter featuring partner news and issued to our partner network of 1k+.
- Sponsorship opportunities at our corporate, inward investment and cultural events; partners enjoy advance notice of high-profile opportunities to expose your brand or messages to key audiences.
- Exclusive VIP invitations to previews, receptions and events throughout the year.

Business development and support:

- Use of our boardroom and meeting facilities, subject to availability - exclusive to gold partners.
- Access to the latest tourism industry research and information, and economic data and research; gold and silver partners enjoy exclusive access to our research team for consultation and assistance with data interpretation.
- Identified key contact within NewcastleGateshead Initiative team - central point of contact to provide support and information as required. Annual cross-team meeting to discuss joint working opportunities, exclusive to gold and silver partners.
- Support and attendance from our team at your key events - exclusive to gold and silver partners.

Over 180 organisations are partners of NewcastleGateshead Initiative; current gold partners include:

- Arts Council England, NE.
- Bond Dickinson LLP.
- Clouston Group & Crowne Plaza.
- Gateshead College.
- intu Metrocentre & intu Eldon Square.
- ncjMedia.
- Newcastle College.
- Newcastle International Airport.
- Newcastle United Football Club.
- Newcastle University.
- Northumbria University.
- Northumbrian Water.
- Port of Tyne.
- Ryder Architecture.
- Virgin Money.
- Ward Hadaway.

- Welcome to NewcastleGateshead workshops at cost-price. Our destination awareness training is perfect for front-line visitor / customer-facing team members.
- Invitations for your new recruits to attend our induction evenings. Held annually, these fun, informal events introduce your team to both our organisation and the destination itself.
- Visitor information stocks for your business: from maps to pocket guides. We also ensure your literature is stocked in local tourist information centres.
- Our monthly e-newsletter: The Initiative. A regular round-up of our latest activity, key destination and tourism industry news, cultural and corporate dates for the diary and a summary of all current partner opportunities.
- Training and development support; we work with partners to deliver cost-price training opportunities to benefit your business and the performance of NewcastleGateshead as a destination; previous training has included negotiation and sales, venue show-round training, media training and presentation skills.
- Access to workshops and business conferences on topics relevant to businesses in the North East

Marketing and promotion:

NewcastleGateshead Initiative is the lead destination marketing and management organisation in North East England promoting our 'twin-cities' nationally and internationally. Gold level partnership is the first step towards participating in this activity and gaining profile and recognition as a valued part of the NewcastleGateshead offer - gold partners exclusively receive

40% discount off many opportunities.

- Complimentary use of marketing collateral, including pop up stands, image library, film footage and editorial content for use when promoting the area through your own channels.
- Opportunity to consult and input to planned activity and campaigns through partner forums and workshops

NewcastleGateshead.com (we average over 140k unique visitors a month):

- Enhanced company / product listing in relevant section.
- Detailed venue profile in conference section.
- Opportunity to display festivals and events in 'What's On' section and on home page within 'What's On at a Glance' calendar.
- Appear in top selection of on-site search rankings (except in accommodation searches where bookable rooms will have priority).
- Opportunity to provide special offers for competitions and on-site promotions.
- Discounted on-site banner advertising.
- Access to royalty free image library: an extensive online library of images to help sell the destination. Partners can use these images in their marketing collateral and websites free of charge.

Leisure marketing:

- Opportunities and discounted advertising for national and international marketing campaigns.
- Discounted advertising rates within NewcastleGateshead's pocket guide.
- Opportunity to provide special offers and discounts for Discover Deals; with promotion within e-comms and website.

Festivals and events marketing:

- Discounted advertising rates in our key festivals and events marketing materials.

Business tourism marketing:

- Opportunity to host familiarisation visits and key ambassador programme events.
- Discounted advertising and media opportunities in national business tourism campaigns.
- Free line listing and discounted advertising opportunities in NewcastleGateshead's award-winning Meetings & Events Guide.
- Discounted opportunities to attend national and international trade shows.
- Discounted advertising rates with comms to our database of more than 4k targeted conference and event organisers across the UK.

Invest marketing:

- Offer your services or tell your story on the investment website www.investNewcastle.com.
- Opportunities to sponsor inward investment events, nationally or internationally, or work with us on sector or market visit programmes.
- Inclusion in relevant propositions put to companies looking to locate in the area.
- Introductions to relevant inward investors and supply chain or business opportunities.

Media:

- Inclusion in relevant media visits and press releases.

Convention bureau services:

NewcastleGateshead Convention Bureau is the business tourism arm of our organisation. Where appropriate partners will receive:

- Conference and meeting business referrals via the Convention Bureau's venue finding service.
- The opportunity to participate in the Convention Bureau's online accommodation booking system for major conferences and events and to appear in the dedicated online web pages for event organisers.
- Direct referrals that the Convention Bureau receives from national and international agencies.

Gold partnership costs:

£11,878(+VAT) per annum.

*Please note all benefits are where appropriate / relevant to partner organisations.



Visit England's chief executive James Berresford presents his plans for tourism to our partners in Discovery Museum's Great Hall.

What do I do next?

To become a proactive partner, support the future success of NewcastleGateshead and reap the benefits, now's the time to get involved.

- To sign up now as a partner of NewcastleGateshead Initiative please complete and return the enclosed application form.
- To find out more about the organisation, visit www.NewcastleGateshead.com/corporate.
- To ask any questions and chat through options, please give us a call on **0191 440 5748**.



Silver partners

NewcastleGateshead Initiative: working in partnership

A silver partner is an important North East business or organisation, committed to the continued development and promotion of NewcastleGateshead and the region in partnership with NewcastleGateshead Initiative, in order to deliver a combination of positive perceptions, profile, visitors and business growth.

Silver partners are an integral part of the local economy, respected members of the regional business community and can see the clear benefits associated with a successful NewcastleGateshead.

Benefits to your business

While supporting our work to promote the destination, silver partners also enjoy the following benefits and opportunities*.

Networking and profile building:

- Voting rights at NewcastleGateshead Initiative's Annual General Meeting - exclusive to gold and silver partners.
- Invitations to attend two Business Leaders' Briefings each year - for senior level contacts at gold and silver partners only. These exclusive briefings attract 40-60 leaders from North East England's most influential organisations and present a valuable networking opportunity.
- Invitations to attend three Partner Update Meetings. Attracting over 100 contacts from a wide range of organisations, these updates are designed to facilitate networking, to communicate our recent activity and highlight upcoming opportunities.
- Profile for your news, events and special offers within Your Network - our exclusive monthly e-newsletter featuring partner news and issued to our partner network of 1k+.
- Sponsorship opportunities at our corporate, inward investment and cultural events; partners enjoy advance notice of high-profile opportunities to expose your brand or messages to key audiences.
- Exclusive VIP invitations to previews, receptions and events throughout the year.

Business development and support:

- Access to the latest tourism industry research and information, and economic data and research; gold and silver partners enjoy exclusive access to our research team for consultation and assistance with data interpretation.
- Identified key contact within NewcastleGateshead Initiative team - central point of contact to provide support and information as required. Annual cross-team meeting to discuss joint working opportunities exclusive to gold and silver partners only.
- Support and attendance from our team at your key events - exclusive to gold and silver partners.
- Welcome to NewcastleGateshead workshops at cost-price. Our destination awareness training is perfect for front-line visitor / customer-facing team members.

Over 180 organisations are partners of NewcastleGateshead Initiative; current silver partners include:

- Auckland Castle.
- Beamish Museum.
- Cundall.
- Deloitte.
- Fenwick Ltd.
- Greggs plc.
- Hilton Newcastle Gateshead.
- Mkodo.
- Ringtons.
- Sage Gateshead.
- Space Group.
- Theatre Royal.
- Vermont Hotel.

- Visitor information stocks for your business: from maps to pocket guides and festival brochures. We also ensure your literature is stocked in local tourist information centres.
- Our monthly e-newsletter: The Initiative. A regular round-up of our latest activity, key destination and tourism industry news, cultural and corporate dates for the diary and a summary of all current partner opportunities.
- Training and development support; we work with partners to deliver cost-price training opportunities to benefit your business and the performance of NewcastleGateshead as a destination. Previous training has included negotiation and sales, venue show-round training, media training and presentation skills.
- Access to workshops and business conferences on topics relevant to businesses in the North East.

Marketing and promotion:

NewcastleGateshead Initiative is the lead destination marketing and management organisation in North East England promoting our 'twin cities' nationally and internationally. Silver level partnership is the first step towards participating in this activity and gaining profile and recognition as a valued part of the NewcastleGateshead offer - silver partners exclusively receive **35% discount** off many opportunities.

- Complimentary use of marketing collateral, including pop up stands, image library, film footage and editorial content for use when promoting the area through your own channels.
- Opportunity to consult and input to planned activity and campaigns through partner forums and workshops.

NewcastleGateshead.com (we average over 140k unique visitors a month):

- Enhanced company / product listing in relevant sections.
- Detailed venue profile in conference section.
- Opportunity to display festivals and events in 'What's On' section and on home page within 'What's On at a Glance' calendar.
- Appear in top selection of on-site search rankings.
- Opportunity to provide special offers for competitions and on-site promotions.
- Discounted on-site banner advertising.
- Access to royalty free image library: an extensive online library of images to help sell the destination. Partners can use these images in their marketing collateral and websites free of charge.

Leisure marketing:

- Opportunities and discounted advertising for national and international marketing campaigns.
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Festivals and events marketing:

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Business tourism marketing:

- Opportunity to host familiarisation visits and key ambassador programme events.
- Discounted advertising and media opportunities in national business tourism campaigns.
- Free line listing and discounted advertising opportunities in NewcastleGateshead's award-winning Meetings & Events Guide.
- Discounted opportunities to attend national and international trade shows.
- Discounted advertising rates with comms to our database of more than 4k targeted conference and event organisers across the UK.

Invest marketing:

- Offer your services or tell your story on the investment website www.investNewcastle.com.
- Opportunities to sponsor inward investment events, nationally or internationally, or work with us on sector or market visit programmes.
- Inclusion in relevant propositions put to companies looking to locate in the area.
- Introductions to relevant inward investors and supply chain or business opportunities.

Media:

- Inclusion in relevant media visits and press releases.

Convention bureau services:

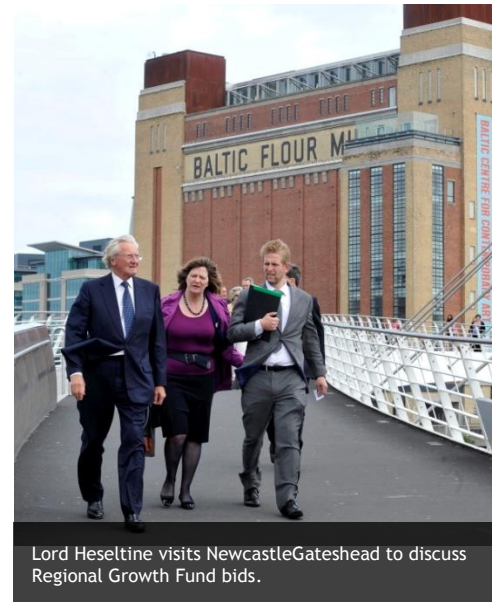
NewcastleGateshead Convention Bureau is the business tourism arm of our organisation. Where appropriate partners will receive:

- Conference and meeting business referrals via the Convention Bureau's venue-finding service.
- The opportunity to participate in the Convention Bureau's online accommodation booking system for major conferences and events and to appear in the dedicated online web pages for event organisers.
- Direct referrals that the Convention Bureau receives from national and international agencies.

Silver partnership costs:

£2,969 (+VAT) per annum.

*Please note all benefits are where appropriate / relevant to partner organisations.



Lord Heseltine visits NewcastleGateshead to discuss Regional Growth Fund bids.

What do I do next?

To become a proactive partner, support the future success of NewcastleGateshead and reap the benefits, now's the time to get involved.

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- To find out more about the organisation, visit www.NewcastleGateshead.com/corporate.
- To ask any questions and chat through options, please give us a call on **0191 440 5748**.



Bronze partners

NewcastleGateshead Initiative: working in partnership

A Bronze partner is a business or organisation which has a vested interest in the visitor economy of North East England, recognising NewcastleGateshead's role in this.

Bronze partners are keen to play a part in the continued development and promotion of the area as a successful destination and work in partnership with NewcastleGateshead Initiative to boost both visitor numbers and business growth.

Benefits to your business

While supporting our work to promote the destination, bronze partners also enjoy the following benefits and opportunities*.

Networking and profile building:

- Invitations to attend three Partner Update Meetings. Attracting over 100 contacts from a wide range of organisations, these updates are designed to facilitate networking, to communicate our recent activity and highlight upcoming opportunities.
- Profile for your news, events and special offers within Your Network - our exclusive monthly e-newsletter featuring partner news and issued to our partner network of 1k+.
- Sponsorship opportunities at our corporate, inward investment and cultural events; partners enjoy advance notice of high profile opportunities to expose your brand or messages to key audiences.
- Exclusive VIP invitations to previews, receptions and events throughout the year.

Business development and support:

- Identified key contact within NewcastleGateshead Initiative team - a central point of contact to provide support and information.
- Welcome to NewcastleGateshead workshops at cost-price. Our destination awareness training is perfect for customer-facing staff.
- Access to the latest tourism industry research and information, and economic data and research.
- Invitations for your new recruits to attend our induction evenings. Held annually, these fun and informal events introduce your team to both our organisation and the destination itself.
- Visitor information stocks for your business: from maps to pocket guides. We also ensure your literature is stocked in local tourist information centres.
- Our monthly e-newsletter: The Initiative. A regular round-up of our latest activity, key destination and tourism industry news, cultural and corporate dates for the diary and a summary of all current partner opportunities.
- Training and development support; we work with partners to deliver cost-price training opportunities to benefit your business and the performance of NewcastleGateshead as a destination; previous training has included negotiation and sales, venue show-round training, media training and presentation skills.
- Access to workshops and business conferences on topics relevant to businesses in the North East.

Over 180 organisations are partners of NewcastleGateshead Initiative; current bronze partners include:

- Blackfriars Restaurant.
- Blue Reef Aquarium.
- Durham County Cricket Club.
- Hi-lights.
- Hotel du Vin Newcastle.
- Live Theatre.
- Ocean Beach Pleasure Park.
- Rockliffe Hall.
- Slaley Hall.
- Travel Bureau.
- Tyneside Cinema.

Marketing and promotion:

NewcastleGateshead Initiative is the lead destination marketing and management organisation in North East England promoting our 'twin cities' nationally and internationally. Bronze level partnership is the first step towards participating in this activity and gaining profile and recognition as a valued part of the NewcastleGateshead offer - bronze partners exclusively receive **30% discount** off many opportunities.

- Complimentary use of marketing collateral, including pop up stands, image library, film footage and editorial content for use when promoting the area through your own channels.

NewcastleGateshead.com (we average over 140k unique visitors a month):

- Enhanced company / product listing in relevant section.
- Detailed venue profile in conference section.
- Opportunity to display festivals and events in 'What's On' section and on home page within 'What's On at a Glance' calendar.
- Appear in top selection of on-site search rankings.
- Opportunity to provide special offers for competitions and on-site promotions.
- Discounted on-site banner advertising.
- Access to royalty free image library: an extensive online library of images to help sell the destination. Partners can use these images in their marketing collateral and websites free of charge.

Leisure marketing:

- Opportunities and discounted advertising for national and international marketing campaigns.
- Discounted advertising rates within NewcastleGateshead's pocket guide.
- Opportunity to provide special offers and discounts for Discover Deals; with promotion within ecomms and website.

Festivals and events marketing:

- Discounted advertising rates in our key festivals and events marketing materials.

Business tourism marketing:

- Opportunity to host familiarisation visits and key ambassador programme events.
- Discounted advertising and media opportunities in national business tourism campaigns.
- Free line listing and discounted advertising opportunities in NewcastleGateshead's award-winning Meetings and Events Guide.
- Discounted opportunities to attend national and international trade shows.
- Discounted advertising rates with comms to our database of more than 4k targeted conference and event organisers across the UK.

Invest marketing:

- Offer your services or tell your story on the investment website www.investNewcastle.com.
- Opportunities to sponsor inward investment events, nationally or internationally, or work with us on sector or market visit programmes.
- Inclusion in relevant propositions put to companies looking to locate in the area.
- Introductions to relevant inward investors and supply chain or business opportunities.

Media:

- Inclusion in relevant media visits and press releases.

Convention bureau services:

NewcastleGateshead Convention Bureau is the business tourism arm of our organisation. Where appropriate partners will receive:

- Conference and meeting business referrals via the Convention Bureau's venue finding service.
- The opportunity to participate in the Convention Bureau's online accommodation booking system for major conferences and events and to appear in the dedicated online web pages for event organisers.
- Direct referrals that the Convention Bureau receives from national and international agencies.

Bronze partnership costs:

All prices are +VAT, per annum.

	Within NewcastleGateshead:	Out of NewcastleGateshead (25% discount):
Bronze - Category A	£1,781	£1,336
Bronze - Category B	£1,426	£1,069
Bronze - Category C	£1,007	£759
Bronze - Category D	£657	£492
Bronze - Category E	£431	No discount

Bronze partnership categories:

A:

- Hotel 150+ bedrooms
- Non tourism business 20+ employees

B:

- Hotel 100-149 bedrooms
- Non residential conference venue 1000+ delegates
- Non tourism business 16-20 employees

C:

- Hotel 50-99 bedrooms
- Non residential conference venue 500-999 delegates
- Backpackers / Hostel 200+beds
- Serviced Apartments 45+ units
- Non tourism partner 11-15 employees

D:

- Hotel 20 - 49 bedrooms
- Non residential conference venue 200-499 delegates
- Backpackers / Hostel 100-199 beds
- Self Catering / Serviced Apartments 20-44 units
- Visitor attraction 50,000+visitors pa
- Casinos
- Non-tourism partner 6-10 employees

E:

- Hotel <19 bedrooms
- Non residential conference venue <199 delegates
- Conference service providers (e.g. AV hire, PCO, DMC etc)
- Backpackers / Hostel <99 beds
- Self Catering / Serviced Apartments <19 units
- Visitor attraction <50,000 visitors pa
- Bars, pubs, cafes, nightclubs, restaurants
- Local sports club / association
- Blue Badge Tour Guide
- Caravan / camp site
- Independent retailers
- Taxi services, coach hire, car hire
- Non tourism micro business <10 employees (e.g. food suppliers)

*Please note all benefits are where appropriate / relevant to partner organisations.

What do I do next?

To become a proactive partner, support the future success of NewcastleGateshead and reap the benefits, now's the time to get involved.

- To sign up now as a partner of NewcastleGateshead Initiative please complete and return the enclosed application form.
- To find out more about the organisation, visit www.NewcastleGateshead.com/corporate.
- To ask any questions and chat through options, please give us a call on **0191 440 5748**.



NewcastleGateshead Initiative

Partner* Application Form

Everything NewcastleGateshead Initiative achieves is through partnership with amazing organisations like yours. We would be delighted to work with you to promote and develop our wonderful region, so if you want to become a partner simply complete this application form and return it to anna.moroney@ngi.org.uk. We will then send you further information, as well as getting in touch to find out, in more detail, how we can work with you to encourage people to study, invest, visit and live in NewcastleGateshead and the wider North East region.

Organisation details

Organisation: _____

Address: _____

Town/City: _____

Postcode: _____

Tel: _____

Fax: _____

Email: _____

Website: _____

I would like to confirm my organisation's desire to join NewcastleGateshead Initiative as a partner * at **GOLD** / **SILVER** / **BRONZE** level (please underline as appropriate):

Main contact details

Name: _____

Position: _____

Direct line: _____

Email address: _____

Signature: _____

Date: _____

Please state whether you would like to receive email updates about NGI partnership such events, news, opportunities.' YES/NO (please underline as appropriate).

*Gold & Silver Partners also become legal members of the Company and enjoy voting rights at our AGM; for further details please request a copy of the Articles of Association of the Company.

Billing details

Please provide details of your billing address below, if different from that given above. Please ensure you include a Purchase Order number if necessary:

Name: _____

Position: _____

Address: _____

Town/City: _____

Postcode: _____

**Purchase
Order
Number:** _____

What are your key reasons for joining our partnership?

We are very lucky to work with a huge variety of organisations, who all share the vision and ambition we have in developing and promoting NewcastleGateshead and the wider NE region. By working with us, partners receive many different opportunities and benefits. We understand that each partner organisation has different reasons for joining, and different opportunities they are interested in. So this is your first opportunity to tell us about what is important to you by outlining the three main reasons for joining us as partners:

1. _____

2. _____

3. _____

To be completed by accommodation providers only:

Accommodation providers who would like to take advantage of our destination marketing activity and platforms must meet at least **one** of the following criteria:

- Graded by either VisitEngland or The AA.
- Achieved a minimum of a 4 star rating on Trip Advisor, based on a minimum of 10 customer reviews (more for larger properties).
- Part of a brand which has its own self certification / inspection scheme – evidence must be provided.
- Recognised or recommended by a reputable accommodation directory e.g. Mr & Mrs Smiths or Johansens (not a paid for listing).

Please provide details of which one applies to your property:

NewcastleGateshead Initiative

Information Request Form

We're a friendly bunch at NewcastleGateshead Initiative and we'd love to keep in touch with you and your team. We'd hate for you to miss any opportunities, news and invites so we would very much appreciate it if you could provide contact details for **three key contacts** below. If you're not sure who to include, usually partners provide details of their marketing, PR and administration staff.

Your team contacts:

Please tick to indicate which communications you'd like to receive from us:

Name:		Main Contact:	<input type="checkbox"/>
Position:		Marketing:	<input type="checkbox"/>
Direct Line:		PR:	<input type="checkbox"/>
Mobile:		Meetings & Events:	<input type="checkbox"/>
Email:			

Please tick to indicate which communications you'd like to receive from us:

Name:		Main Contact:	<input type="checkbox"/>
Position:		Marketing:	<input type="checkbox"/>
Direct Line:		PR:	<input type="checkbox"/>
Mobile:		Meetings & Events:	<input type="checkbox"/>
Email:			

Please tick to indicate which communications you'd like to receive from us:

Name:		Main Contact:	<input type="checkbox"/>
Position:		Marketing:	<input type="checkbox"/>
Direct Line:		PR:	<input type="checkbox"/>
Mobile:		Meetings & Events:	<input type="checkbox"/>
Email:			



Company information:

Please supply a small paragraph (100 words maximum) detailing the main activities of your business, a company website and switchboard telephone number. This information may be used to create a corporate profile of your organisation on NewcastleGateshead.com.

Logos & Images

It would be useful if you could also provide us with a copy of your company logo and a small selection of preferred imagery / video we are permitted to use in order to promote your organisation. Please email these to anna.moroney@ngi.org.uk

Please return this form to:

Email: anna.moroney@ngi.org.uk

Post: Anna Moroney
Partnership Development Executive
NewcastleGateshead Initiative
9th Floor, Baltic Place East
South Shore Road
Gateshead
NE8 3AE

NewcastleGateshead Initiative

Partnership Fees 2018/19

Partnership of NewcastleGateshead Initiative runs annually from the date of joining.
Fees will be invoiced annually and are exclusive of VAT.

A Gold partner...

...is one of North East England's most influential businesses or organisations; one which shares NewcastleGateshead Initiative's high ambitions for the region and is integral to the successful development of NewcastleGateshead. Gold partners must be at key networking events and at the table for major decision-making and have significant capacity to help boost the area's profile and drive forward its future growth and success.

A Silver partner...

... is an important North East business or organisation, committed to the continued development and promotion of NewcastleGateshead and the region in partnership with NewcastleGateshead Initiative, in order to deliver any combination of positive perceptions, profile, visitors and business growth. Silver partners are an integral part of the local economy, respected members of the regional business community and can see the clear benefits associated with a successful NewcastleGateshead.

A Bronze partner...

... is a business or organisation which has a vested interest in the visitor economy of North East England, recognising NewcastleGateshead's role in this. Bronze partners are keen to play a part in the continued development and promotion of the area as a successful destination and work in partnership with NewcastleGateshead Initiative to boost both visitor numbers and business growth.

Fees for 2018/19 are as follows:

	Within NewcastleGateshead	Out of NewcastleGateshead
Gold* Partner	£11,878	No discount
Silver* Partner	£2,969	No discount
Bronze Partner:		
Bronze - Category A	£1,781	£1,336
Bronze - Category B	£1,426	£1,069
Bronze - Category C	£1,007	£759
Bronze - Category D	£657	£492
Bronze - Category E	£431	No discount

*Gold & Silver Partners also become legal members of the Company and enjoy voting rights at our AGM; for further details please request a copy of the Articles of Association of the Company.

Bronze Partnership Categories

Category A

- Hotel 150+ Bedrooms
- Non tourism business 20 + employees
-

Category B

- Hotel 100-149 bedrooms
- Non residential conference venue 1000+ delegates
- Non tourism business 16-20 employees
-

Category C

- Hotel 50-99 bedrooms
- Non residential conference venue 500-999 delegates
- Backpackers/Hostel 200+beds
- Serviced Apartments 45+ units
- Non tourism business 11-15 employees
-

Category D

- Hotel 20 - 49 bedrooms
- Non residential conference venue 200-499 delegates
- Backpackers/Hostel 100-199 beds
- Self Catering / Serviced Apartments 20-44 units
- Visitor attraction 50,000+visitors pa
- Casinos
- Non tourism business 6-10 employees
-

Category E

- Hotel <19 bedrooms
- Non residential conference venue <199 delegates
- Conference service providers (AV hire, PCO, DMC etc)
- Backpackers/Hostel <99 beds
- Self Catering / Serviced Apartments <19 units
- Visitor attraction <50,000 visitors pa
- Bars, pubs, cafes, nightclubs, restaurants
- Local sports club/association
- Blue Badge Tour Guide
- Caravan/camp site
- Independent retailers
- Taxi services, coach hire, car hire
- Non tourism business <5 employees e.g. food supplier



NewcastleGateshead Initiative Partnership Charter

NewcastleGateshead Initiative is an organisation based on partnership. Everything we do is driven towards delivering economic benefit for the people, institutions and businesses of the 'twin cities'.

Our mission is to inspire people to visit and to live, learn, work and invest in NewcastleGateshead and we love to work with organisations who share our ambition, organisations who recognise the vital importance of collaboration and partnership and who want to play an integral role in boosting the profile of our place.

To achieve this, NewcastleGateshead Initiative pledges to:

- Work with relentless [energy](#), [enthusiasm](#) and [professionalism](#) to profile NewcastleGateshead and our partners nationally and internationally.
- Be a source of [positivity](#) and [confidence](#), celebrating all that is good about NewcastleGateshead and constantly seeking creative new ways to champion our place and its people.
- Provide a range of relevant [networking](#), [marketing and business benefits](#) to our partner organisations.
- Create platforms which encourage [collaboration](#) and help our partners make [meaningful connections](#) with the media, key stakeholders and potential visitors, clients, investors and each other.
- Provide a bridge between the public and private sectors and between business, education, tourism and the creative sectors to help all achieve more and drive the destination forward.

By becoming a partner of NewcastleGateshead Initiative, our partners commit to:

- Being a [vocal and positive advocate](#) for NewcastleGateshead, [championing the place brand](#) and using their local, national and international networks to help spread the NewcastleGateshead message as widely as possible.
- Playing a full and [proactive](#) role in the partnership, [seizing opportunities](#), getting involved and using the platforms NewcastleGateshead Initiative provides to create opportunities for their own organisation.
- [Engaging](#) their [staff, stakeholders and clients](#) in partnership activity and empowering their people to spread the NewcastleGateshead message within and outside the destination
- Delivering a [world-class experience](#) for our visitors.

NewcastleGateshead Initiative

Partner Pen Portraits

The following 'pen portraits' have been developed to help illustrate the nature and character of organisations at each of the three partner levels:

A Gold partner...

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