AS UK CITY OF CULTURE, HULL WILL BE THE CENTRE OF CULTURAL ACTIVITY AND DEBATE FOR THE WHOLE OF THE UK

OUR AMBITION

2017 and its lead up and legacy will change Hull. All of the city’s residents, wherever they live, will have the opportunity to participate in the transformational power of culture. Equally, the rest of the nation will be invited to come and see what lies in Hull’s streets and communities, and be welcomed by its people.

Our media and marketing campaigns will reinforce the message that Hull is, not for the first time in its history, the place to be.

HULL 2017 IN NUMBERS

365 days
60 commissions
1m extra visitors
£60m of economic impact
4000 volunteers
75% of people proud to live in Hull
£18m programme

THE NATIONS’ CULTURAL FESTIVAL

TO FIND OUT MORE INFORMATION OR TO DISCUSS A PARTNERSHIP THAT CAN BE TAILORED TO THE NEEDS OF YOUR ORGANISATION PLEASE GET IN TOUCH.

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TO FIND OUT MORE ABOUT HULL2017, PLEASE VISIT THE WEBSITE BELOW OR EMAIL:

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Www.Hull2017.co.uk

HULL UK CITY OF CULTURE 2017
PACIFIC EXCHANGE, HULL HU1 1PS

HULL UK CITY OF CULTURE 2017
PARTNERSHIP PROGRAMME
Hull 2017 will enable local people and visitors alike to experience the city in a new way. As well as using established venues, we will bring new life to forgotten places and find different and exciting ways to use existing buildings and spaces.

Events will run from 1st January throughout the year to New Year’s Eve 2017, taking place right across the city.

The programme will bring together arts, culture and heritage, reaching out to new and established audiences. Sometimes local and sometimes unashamedly international, there will be large-scale mass participation events through to exquisite, surprising small-scale experiences.

SEASON 1: MADE IN HULL
January - March
In this opening season, we welcome the world to Hull. Hull makes things; from theatre, music and poetry to wind turbines and caravans. Hull has long inspired great ideas, great people and great artists. Hull knows about its contribution to the world, now it’s time everyone else did.

SEASON 2: ROOTS AND ROUTES
April - June
Hull is a city of migration and transitions. A place rooted in history and a clear sense of itself, it is a place on the edge, yet at the heart of international networks. This season will explore Hull’s connections and its place in the networked, globalised and digital world. With a distinctly international flavour, new partnerships and collaborations will rub up against old friends.

SEASON 3: FREEDOM
July - September
Hull played a pivotal role in igniting the still unfinished global journey towards equality and social justice for all. Hull has always attracted creative minds and rule breakers. It’s a city that values freedom and creativity, regardless of the conventions of others, a place of pardon. Freedom allows people to celebrate, enjoy and to dream. In the summer, as the sun shines, we will join that celebration with a party to remember!

SEASON 4: TELL THE WORLD
October - December
Looking to the future, exploring what’s next. We will celebrate the qualities that make Hull, and indeed the UK, stand apart. Our sense of independence, our individuality, integrity and sense of humour. As 2017 draws to a close you can tell this is the start of something special and something the world should hear.

STARTING FROM A POSITION OF STRENGTH
Hull 2017 is already reaching big audiences across the UK:
- 420m+ social media coverage
- Over 2,000 print, online and broadcast articles with a reach of over 1 billion
- 22,000 Twitter followers
- 16,000 Facebook fans
- Over 153,000 YouTube views of the Hull 2017 film

BENEFITS OF PARTNERSHIP INCLUDE:

STRATEGIC POSITIONING
- The opportunity to be positioned as helping deliver Hull 2017 and its legacy
- Official designation
- Category exclusivity

MARKETING & BRAND DEVELOPMENT
- Club of official Hull 2017 branding
- Inclusion in Hull 2017 marketing collateral, including website, publications and event marketing
- Presence on Hull 2017 website highlighting company profile and involvement

PR, SOCIAL MEDIA & CRM
- Event press activity
- Inclusion in Hull 2017 social media channels
- Inclusion of Partner activity within regular Hull 2017 communications

HOSPITALITY
- Ticket allocations
- Guaranteed allocations to highlight events e.g. Opening Ceremony, launch events

INFLUENCE
- Opportunities to meet city, regional and national leaders (including cultural leaders, CEOs of other strategic partners) and opinion formers at VIP events
- Opportunities to meet with other leading UK and global corporations as part of the Hull 2017 Partner Programme

A FLEXIBLE PARTNERSHIP
We will create a bespoke partnership tailored to your needs and interests. Our main Partnership Programme operates at 4 levels:

PRINCIPAL PARTNER
MAYOR PARTNER
CITY PARTNER
BUSINESS CLUB
OFFICIAL CLUB

PARTNERSHIP WITH HULL 2017 OFFERS THE OPPORTUNITY TO:
- Associate with leading, world class arts and cultural activity
- Generate brand awareness within the city and across the UK and beyond
- Build relationships and networks in the North, London and internationally
- Engage and involve your staff
- Add value to your stakeholders, customers and clients
- Create new context to reach diverse cultural audiences

In addition, in 2016 we will open the 2017 Business Club which will offer benefits throughout the year specifically designed for local businesses.