



Manchester
Digital



STARTUP ACTIVATOR

Sponsor Pack

Fuelling innovation, forging connections

“As Greater Manchester’s not-for-profit trade body, Manchester Digital is dedicated to fostering a dynamic and resilient digital and tech ecosystem. Our focus is on empowering entrepreneurs to become tomorrow’s leaders, helping startups scale, and driving innovation to create sustainable growth and prosperity. Through impactful programmes and partnerships, we equip businesses with the tools, knowledge, and connections they need to thrive.

By partnering with us, you can help amplify this mission, showcase your brand, accelerate innovation and shape a prosperous future for Greater Manchester’s digital economy.”

Katie Gallagher OBE
Managing Director
Manchester Digital



“Manchester is a thriving hub for innovation. Ranked the second-best city in the UK for startups and scaleups outside London (Beauhurst), initiatives like NPIF2, the Innovation Accelerator, and Barclays Eagle Labs – to name a few – are already driving its growth. Our vision is to unify and amplify these efforts to create a sustainable source of support and lasting impact for entrepreneurs across Greater Manchester. Join us in shaping this exciting future.”

Alice Pickersgill
Startups Programme Manager
Manchester Digital



Our work so far to support startups

Launching in 2001, **Manchester Digital** has had its finger on the pulse from the early days of digital and tech in the region. Over the past twenty years, we have supported many businesses grow from startups to where they are today.

In 2023, we launched the **Startup Activator**, a transformative programme that has already empowered over 350 individuals through a mix of events, initiatives and community-building activities. Our **Initiate Cohort Programme** has also supported 100 founders across every borough of Greater Manchester, diversity at its core - over 62% of participators come from underrepresented groups.

350 individuals supported

62% diversity amongst participants

20 events hosted

8 webinars hosted

Why you should join us

Core sustainability investment

Your sponsorship powers vital programmes, events and initiatives for early-stage businesses across Greater Manchester. By supporting the next generation of innovators, you're helping to drive growth, resilience and prosperity across the region's digital economy.

Shape the ecosystem

Play an active role in shaping the future of Greater Manchester's startup ecosystem. Contribute to important policy conversations, collaborate with other stakeholders, and help define what the region needs to thrive.

Be recognised as a leader

Showcase your commitment to the region's success. Gain recognition as a key partner in supporting tech businesses, demonstrating leadership and excellence in driving meaningful change.

Promote fairness, equality and diversity

Champion a more inclusive ecosystem by helping to break down barriers for founders from all walks of life. Your involvement ensures equitable growth opportunities, regardless of diverse socioeconomic status, genders, ethnicities, sexual orientations and those with mental or physical health conditions.

Give back and inspire

Give early-stage founders the opportunities, resources, and connections they need to succeed. Together, we'll create a stronger, more connected community of innovators.

**Be part of something bigger.
Let's build the future of Greater
Manchester's early-stage
ecosystem together.**

Partner packages



Transformational Partner

£20,000+VAT investment

We are looking for a champion for Greater Manchester's entrepreneurial ecosystem, an inspirational organisation dedicated to regional growth and giving back to early-stage businesses, aligning with their story of growth and success. Through thought leadership opportunities, such as fireside chats and panel discussions, they will share their journey, inspire founders and be known for uplifting the community and driving growth.

Benefits include:

- **Exclusive leadership role:** Headline recognition across all Startup Activator initiatives, including at our Startup Conference.
- **Custom engagement:** Up to three bespoke Innovation Insights Days designed in collaboration with Manchester Digital are available. A mixed-method delivery is available: insight days hosted onsite at the sponsor's office or insight breakfasts/'lunch and learns' / workshops hosted by Manchester Digital.
- **Thought leadership speaking:** Up to two guaranteed speaking or panel slots or workshop participation at other Startup Activator or Manchester Digital events.
- **Thought leadership insights:** Up to three blogs or articles featured across Manchester Digital's platforms.
- **Thought leadership content:** A thought leadership piece in the Startup Annual Review.

- **Branding:** Premium placement at all events, on Startup Activator channels,
- **Impact:** Co-designed success stories shared widely to inspire others.
- **Exposure:** A premium dedicated page on our Startup Activator Portal with opportunities to submit credited content and resources
- **Social reach:** A monthly original social post across MD channels and further repost opportunities.
- **Account management:** At least one monthly meeting with our Startup Activator team to review delivery, evaluate progress against agreed goals, address challenges, and identify opportunities for further growth and engagement.
- **Network engagement:** Four places at our Startup Activator Partners Dinner – an exclusive private dining opportunity to network and foster collaboration and client opportunities with other supporters, featuring an after-dinner speaker.
- **Community engagement:** Five tickets to our Startup Activator conference and at Startup Activator open events.
- **Participation invitations:** To policy-shaping discussions, ministerial roundtables, exclusive meetups with other partners.

**Ready to lead the charge in Greater Manchester's entrepreneurial ecosystem?
Let's discuss how you can become our Transformational Partner.**

Growth Catalyst Partners

£10,000+VAT investment

We are reaching out for a consortium of trusted partners to collaborate with to catalyse and amplify the region's startup to scaleups. These partners will look to actively support and engage with growth businesses by providing them with essential tools for scaling. This contribution supports the operational success of startups by providing them with access to tools and services necessary for growth.

Benefits include:

- **Custom engagement:** Co-host a minimum of one event (e.g., workshops, insight breakfasts, lunch and learns, or social/networking meetups) for an engaged audience, including the option to hold drop-in clinics.
- **Thought leadership speaking:** One guaranteed speaking, panel slot, or workshop participation at another Startup Activator or Manchester Digital event.
- **Executive forum:** A quarterly steering group meeting with other Growth Catalyst partners.
- **Thought leadership content:** Up to two blogs or articles featured across Manchester Digital's platforms.
- **Branding:** Visibility across appropriate events, materials, and digital platforms.
- **Exposure:** A dedicated page on our Startup Activator Portal with opportunities to submit credited content and resources.

- **Social reach:** A quarterly original social post across MD channels and further opportunities for reposts.
- **Account management:** A monthly meeting with our Startup Activator team to review delivery, evaluate progress against agreed goals, address challenges, and identify opportunities for further growth and engagement.
- **Network engagement:** Two places at our Startup Activator Partners Dinner – an exclusive private dining opportunity to network and foster collaboration and client opportunities with other supporters, featuring an after-dinner speaker.
- **Community engagement:** Three tickets to our Startup Activator conference and at Startup Activator open events.

Be a part of Greater Manchester's growth story by driving innovation and supporting startups and scaleups in the region.

Insight Partners

£8,000+VAT investment

Showcase their expertise, influence and thought leadership through research, insights, and data-driven content related to startups and business growth. Their investment supports strategic initiatives to strengthen the startup landscape, contributing to insights and long-term development.

Benefits include:

- **Thought leadership speaking:** One guaranteed speaking, panel slot, or workshop participation at Startup Activator or Manchester Digital events, including the option to hold drop-in clinics.
- **Thought leadership insights:** Up to two blogs or articles showcasing the sponsor's expertise featured across Manchester Digital's platforms.
- **Thought leadership content:** A feature in the Startup Annual Review.
- **Branding:** Visibility across appropriate events, materials, and digital platforms.
- **Exposure:** A dedicated page on our Startup Activator Portal with opportunities to submit credited content and resources, research and insights.
- **Social reach:** A quarterly original social post across MD channels and further repost opportunities.
- **Account management:** A monthly meeting with our Startup Activator team to discuss any insights/trends both parties see in the market.

- **Network engagement:** Two places at our Startup Activator Partners Dinner – an exclusive private dining opportunity to network and foster collaboration and client opportunities with other supporters, featuring an after-dinner speaker.
- **Community engagement:** Three tickets to our Startup Activator conference and at Startup Activator open events.

Let's explore how your insights can shape the future of Greater Manchester's startups.

Inspire Partners

£4,000+VAT investment

Partners with a mission-aligned to ours to support the early-stage ecosystem without the capacity to get involved/want a lighter touch relationship. Your support will ensure we can deliver high-quality support and connections, fuelling early-stage businesses and ensuring they have the resources to succeed and contribute to the regional economy.

Benefits include:

- **Branding:** Visibility across appropriate events, materials, and digital platforms.
- **Exposure:** A dedicated page on our Startup Activator Portal with opportunities to submit credited content and resources.
- **Social reach:** An original social post across MD channels every six months, with further repost opportunities.
- **Content feature:** One blog or article featured across Manchester Digital's platforms.
- **Account management:** A quarterly meeting with our Startup Activator team to update you on the support you're funding and insights and trends we are seeing.
- **Network engagement:** A place at our Startup Activator Partners Dinner – an exclusive private dining opportunity to network and foster collaboration and client opportunities with other supporters, featuring an after-dinner speaker.
- **Community engagement:** One ticket to our Startup Activator conference and at Startup Activator open events.

Play a role in shaping the future by supporting tomorrow's innovators through a flexible partnership.

Ally Partners

From £1,000+VAT investment

This package is designed for businesses or individuals who want to give back to Greater Manchester's startup ecosystem. Whether you're an experienced professional or a growing organisation, your support will help the next generation of innovators succeed while making a meaningful impact on the region's tech community.

Benefits include:

- **Recognition:** Listed as a Startup Activator Supporter on the website and digital assets.
- **Content feature:** Possible blog or article based on relevance.
- **Exposure:** A dedicated page on our Startup Activator Portal with opportunities to submit credited content and resources.
- **Social reach:** A social post calling out their contribution and highlighting their work to support startups.
- **Network engagement:** A place at our Startup Activator Partners Dinner – an exclusive private dining opportunity to network and foster collaboration and client opportunities with other supporters, featuring an after-dinner speaker.
- **Community engagement:** One ticket to our Startup Activator conference and at Startup Activator open events.
- *Further bespoke benefits, such as additional events, can be discussed.*

Be part of the journey of shaping tomorrow's innovators. Join as an Ally today.

Bespoke

Our partnerships are designed to achieve a shared goal: strengthening Greater Manchester's startup and scaleup community, ensuring its creative heritage and entrepreneurial fire continues to be fuelled.

We understand that every partner brings unique strengths and objectives, so we offer tailored sponsorship packages that align with your goals while driving mutual benefit.

Let's collaborate to create something impactful - to support innovation, foster growth and make a lasting difference for the region's entrepreneurs.

As a bespoke partner, you'll also have first refusal to support and participate in our Startup Conference, ensuring your contribution has maximum visibility and impact.

Ready to shape the future of Greater Manchester's innovators? Let's start the conversation.

Contact information

Join us in shaping the future of Greater Manchester's digital economy. Contact us today to start the conversation.



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