



Morrisons

# Big *night* out.

SPONSOR PACKAGES

THURSDAY  
18 APRIL 2024

YORKSHIRE  
EVENT CENTRE,  
HARROGATE, UK

# Event's Details

**Morrisons Big Night Out is a new event for 2024 which is being launched in support of the retailer's charity partners, GroceryAid and Together for Short Lives.**

The Morrisons Big Night out is an exciting addition to the GroceryAid Annual Event Calendar and the retailers first charity event.

The evening will bring 1,200 guests together to raise money, network and celebrate all things Morrisons whilst enjoying a programme of live music entertainment, food and drink.

Suppliers have a number of sponsorship opportunities that will benefit from a captivated audience of senior commercial contacts who can experience their brands and forge vital business connections.

**For further details and to book – please contact [morrisons@groceryaid.org.uk](mailto:morrisons@groceryaid.org.uk).**

# The Guest Journey

**Morrisons Big Night Out.** It's an event like no other.

Guests will arrive to a drink's reception in the Yard space before being welcomed into the Market place, a fun vibrant area where they can sample delicious canapes, drinks and interactive entertainment.

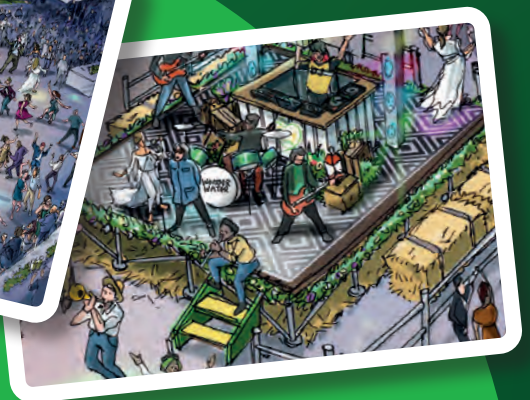
Dinner is then served in the barn, with a selection of different bars that guests can go to throughout the night. The focus will be on having fun and enjoying the food, drink and entertainment in true Morrisons style!

Guests will be encouraged throughout the night to explore the entire event space and get involved with sponsor activations.





# An event like no other.





# The Barn



# The Yard

# The Market



# Sponsorship Packages

Sponsorship packages at the Morrisons Big Night Out event 2024 are an excellent opportunity to be a part of an unforgettable evening, in support of the charities GroceryAid and Together for Short Lives.

This brand new event is a great opportunity to enhance your presence, increase your brand awareness and showcase your product to over 1,200 people in the grocery industry.

**We have a number of opportunities available, please read on for further details.**

£12,000

# Welcome Bar

Only one available. This is a large double fronted bar that will also be open during the drinks reception and can be accessed by guests from either the Yard or The Barn.

## PROVIDED IN THE WELCOME BAR PACKAGE:

- Large double fronted bar
- Staffing to operate drinks service
- Production of bar/stand
- Prominent brand logo
- Staffing to operate drinks service
- Ice and glassware
- Fridges
- Bar Blenders
- Cocktail kits
- Storage
- Waste Management

## PROVIDED BY SPONSOR:

- All drinks and mixers or food to facilitate service in the Market space.





**£12,000**

# Photo Opportunity

**PROVIDED IN THE PHOTO OPPORTUNITY PACKAGE:**

- The production of the photo opportunity
- Prominent brand logo
- Digital photo frame with branding
- Add your hashtag for social media coverage
- Staffing on photo opportunity





# The Market

£8,000

(food or drink brands)

MARKET FOOD/  
DRINK STAND

Your stall will have a prominent position in the Market place where you can showcase your brand and product throughout the evening.

The market stall will be at the heart of the market and guests will be able to sample your product which will be in keeping with the look and feel of the event. Whether that be a bar or a food offering to compliment the guest experience on the night.

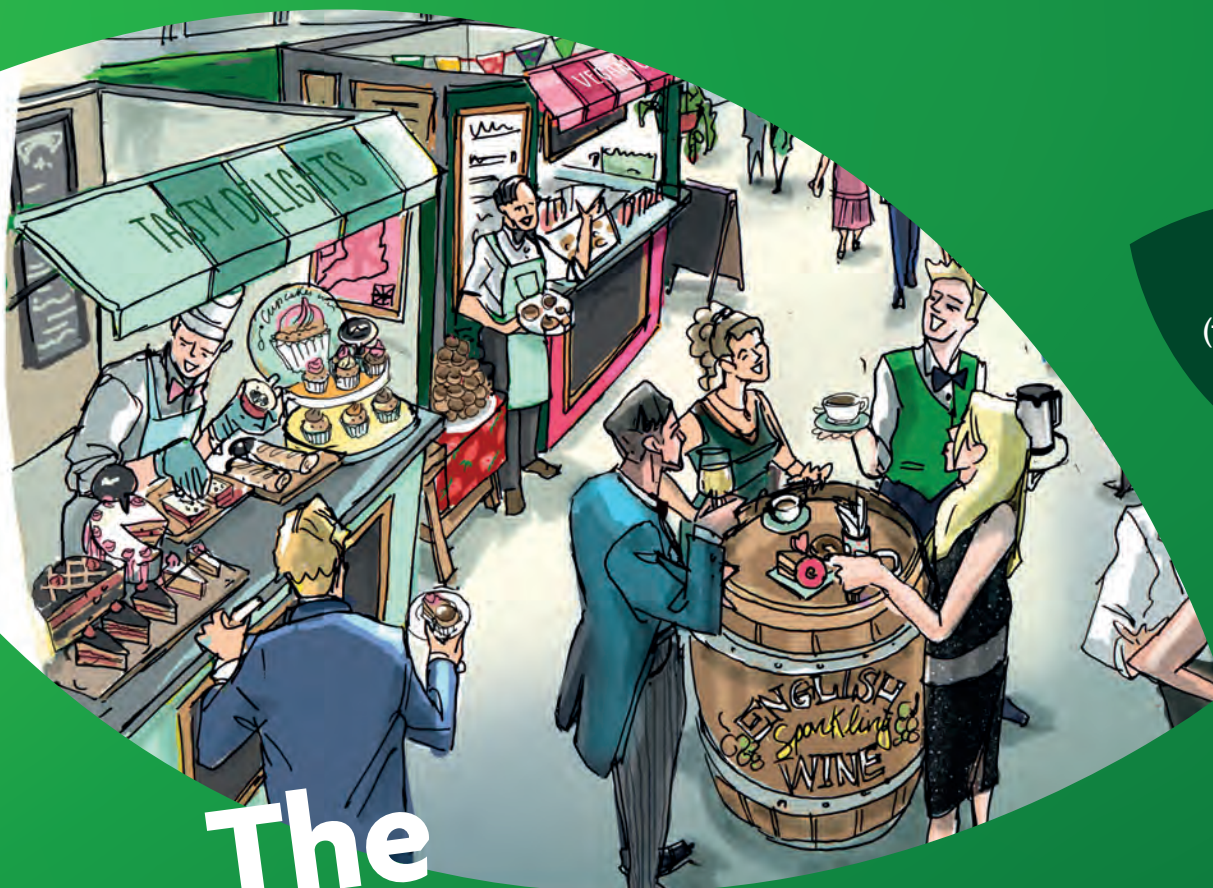
## PROVIDED IN THE MARKET STAND PACKAGE:

- Production of stand (6x4m)
- Prominent brand logo
- Staffing to operate service (if required)
- Fridges
- Storage
- Waste Management
- Glassware and ice included for drink brands

## PROVIDED BY SPONSOR:

- All drinks and mixers or food to facilitate service in the Market space.





**£4,000**

(food or drink brands)  
SPONSOR HUT

# The Market

Your food or drink brand will have a prominent position in the Market place where you can showcase your brand and product throughout the evening.

The market Hut will be at the heart of the market and guests will be able to sample your product which will be in keeping with the look and feel of the event. Whether that be a bar or a food offering to compliment the guest experience on the night.

## PROVIDED IN THE MARKET HUT PACKAGE:

- Hire of sponsor hut (2x2m)
- Prominent brand logo
- Power, plumbing allowance
- Staffing to operate service (if required)
- Fridges
- Storage
- Waste Management
- Glassware and ice included for drink brands

## PROVIDED BY SPONSOR:

- All drinks and mixers or food to facilitate service in the Market space.



# The Barn

£10,000

Located in the main dining space. Showcase your brand and drink portfolio to all the guests on the evening

## PROVIDED IN THE BARN PACKAGE:

- 6m straight bar
- Staffing to operate drinks service
- Production of bar/stand
- Prominent brand logo
- Staffing to operate drinks service
- Ice and glassware
- Fridges
- Bar Blenders
- Cocktail kits
- Storage
- Waste Management

## PROVIDED BY SPONSOR:

- All drinks and mixers to facilitate drinks being served in the Barn space.



# Next Steps

We will be with you every step of the way to answer any queries and to ensure the smooth running of this event.

- To confirm your sponsor package or to find out more details, email [morrisons@groceryaid.org.uk](mailto:morrisons@groceryaid.org.uk). Please note that our packages are limited and will be on a first confirm, first serve basis
- Upon confirmation, GroceryAid will make introductions to N2O, the team who will be managing your logistics
- N2O will organise a call to discuss your sponsorship package, your brand, the event and your food or drink serves
- They will send you a Sponsor Checklist so that you can confirm everything from brand logos, to the glassware types required for your serves (if applicable) your serves (if applicable)







## Our Charity Partners

