

 **BAG**  
**THING**

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## **What is BagThing?**

BagThing is a targeted marketing and distribution network based in Manchester, which helps artists, labels, promoters and venues to get their promotional material to the right people. We distribute our individually stamped packs containing that month's flyers into shops, bars, pubs, arts venues and cafes across the city. This is further consolidated by our informative and entertaining website.

Put simply, BagThing is a widely respected, easily accessible and always up-to-date guide to the best venues and events in the city. We will be actively promoting for you – putting your flyers directly into the hands of your target audience.

Since its conception in October 2010, BagThing has grown from strength to strength. We now offer flyer and poster distribution as well as online promotion, and, through our dedicated street team of over 20 members, we are able to offer a comprehensive marketing service for a range of gigs and events. We currently promote events for national promoters alongside independent promoters and venues.

Our A3 poster distribution service gives your event a presence in many of the bars, cafes and shops throughout Manchester city centre and the South Manchester suburbs. Our website and social media presence helps to spread the word about your event online. The professional street team works across Manchester to deliver your flyers into the hands of potential customers through street flyering, intro and exit flyering at gigs and events, as well as shop and house drops.

## **Why are we doing this?**

BagThing was borne out of the desire to put an end to high costs for small print runs and to streamline the marketing side of gig and event promotion. We have experience as promoters ourselves and work closely with many other promoters locally and nationally. We work to make promotion easier, cheaper and more efficient, enabling us all to concentrate on what we do best – promoting great events!

## **How does it work?**

Each month you supply us with designs for your upcoming event. We then send them to print, receive delivery and distribute them in our unique packs through our extensive network. Alternatively, the flyers can be supplied pre-printed and we will add them to our packs. There is more detailed information on our distribution network below.

## Flyer Pack Distribution

We distribute 5,000 BagThing packs every month. These are distributed by stocking information racks in shops, cafes, venues and bars throughout Manchester City Centre and Greater Manchester as a whole. In our experience this is a great method of getting your flyers into the hands of customers who regularly attend gigs.

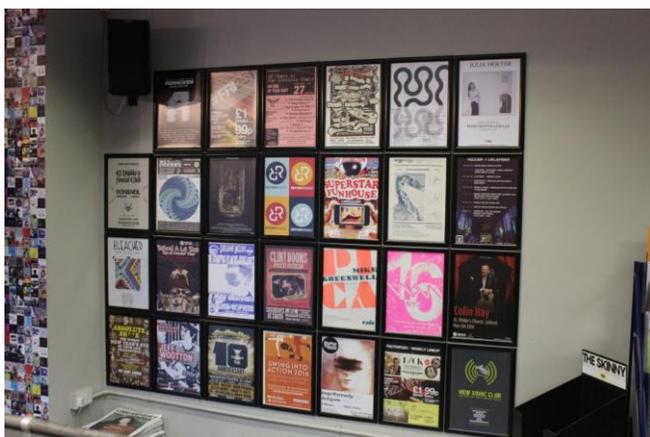
Alongside distribution, we offer a printing service for both flyers and posters so that all you need to do is provide us with the design. Equally, if you already have your promotional material printed and you would just like it distributing then we can facilitate this.

We also feature 5 events a month printed on the front of the bags. We offer this exclusive promotional boost for only £10 per event when you have a flyer within the bag. With 5,000 bags distributed every month, the placement of your event on the front of the pack can be very effective.



## Poster Distribution

We also provide a poster distribution service around Manchester City Centre, Oxford Road Corridor, Fallowfield, Withington, Didsbury, Levenshulme, Heaton Moor, Stockport, Hulme, Chorlton and more (see full list of locations below). All posters are distributed around popular hotspots throughout Greater Manchester over the course of 1 month. We take photographs of all our distribution and send each client sample shots after the completion of the job. [HERE](#) are some samples of recent campaigns we've worked on.



## Stockists

These are the locations that currently contain a either a BagThing flyer rack, BagThing poster frames or more commonly, both;

### **Northern Quarter:**

Blue Rinse Clothing	MCR Coffee Company	Dr Hermans
Vinyl Exchange	Piccadilly Records	Fresh Bites
Port Street Beer House	Common	Hatters Hostel
Koffee Pot	E-Bloc Records	Nexus Art Café
V Revolution	Takk	Empire Exchange
Ridelow	Affleck's Palace	Oi Polloi
Tattoo Parlour (Oldham Street)	Ezra & Gil Café	MG Barbers
Walia News	Ziferblat	Yard & Coop
The Whisky Jar	Soup Kitchen	The Castle
Gullivers	Trof NQ	Odd Bar
North Tea Power	Twenty Twenty Two	The Bay Horse
Pop Café	Fred Aldous	Fig & Sparrow
Eleska	Manchester Craft & Design Centre	
City Warehouse Apartments		

### **Ancoats:**

Smithfield Arms	Fringe Bar	Rudy's Pizza
Mexica	Ancoat's Coffee	MM2 Newsagents

### **Deansgate/Spinningfields/Castlefield**

Paperchase	Fopp	HMV Arndale
The Kitchens	Grindsmith	Cask
Knott Bar	Sandwich Bar (Liverpool Road)	

### **Canal Street:**

Chez Deli	The Molly House	Safad
Village Store	Village Hair	Miami Take-Away
Kansas Fried Chicken	The Garratt	

### **China Town:**

Ho's Bakery	Wasabi	Kwok Man
41 Faulkner Street	The Great Wall	

### **Salford:**

Islington Mill	The Eagle Inn	The Black Lion
The King's Arms	Lupo Caffè Italiano	The Deli Lama
Professional Music Technology	Manchester Midi School	Caribbean Flavas

**Oxford Rd Corridor:**

Gorilla  
Font Bar (NWS)  
The Deaf Institute  
Johnny Roadhouse Music  
Big Hands

Grand Central  
Goodstock  
The Salutation  
Kro Bar  
Anchor Coffee House

BIMM  
Sand Bar  
Sidney Street LGBT Café  
Gemini Take-Away

**Fallowfield/Withington/Burnage:**

Font Bar  
Koh Tao  
Battered Cod (Withington)  
Deco Records  
Sifters

Krunchy Fried Chicken  
The Friendship Inn  
Fuel  
Withington Off License  
Reasons To be Cheerful

Fallow Café  
Battered Cod (Fallowfield)  
Solomons  
Fish N'Chips

**East/West Didsbury:**

Saints & Scholars  
The Art of Tea  
Canadian Charcoal Pit

The Stoker's Arms  
The Woodstock  
Saison

Squires Barbershop  
Mary & Archies

**Levenshulme /Stockport/Marple:**

The Buttery  
Fellaz Barber Shop  
Krispy Cod  
Ambition Hair Salon  
Bottle  
Moortop Launderama  
HMV Stockport  
Blade Barbers

Trove  
Jerk Junction  
Cam's Barbers  
The Plough o'The Moor  
The Barber Shop (Shaw Road)  
Seven Miles Out  
Chambers Skate Shop  
Da Vinci's

The Blue Bell Inn  
Trawlers 2  
Best Taste  
Seashell  
The Nook  
Remedy Bar  
Rhode Island Coffee  
Marple Beer Traders

**Chorlton/Hulme/Trafford/Urmston:**

Oddest Bar  
The Parlour  
The Beech Inn  
Popeye's Take-Away  
Mary & Archies  
Bottletops  
Buzzrocks  
Cornerstones Records  
Get Chucked

King Bee Records  
The Lead Station  
Barbeque Coffee Shop  
Pi  
Grove  
Kim By The Sea  
Boundary Lodge Student Halls  
Chicken Run

Strange Brew  
Elk Bar  
The Beagle  
Henry C  
Tibetan Kitchen  
Z-Arts Centre  
The Old Abbey Taphouse  
Giri Goro

## **Student Coverage:**

We also distribute posters within many of Greater Manchester's University student halls and buildings. These are often on noticeboards within common rooms or study areas. We cover the University of Manchester, Manchester Metropolitan University and Salford University. We do not charge any extra for this service and include it as part of our general poster distribution in order to provide to best possible coverage for our customers. Here is a list of some of the locations within the Universities where we stock posters;

### **Salford University:**

Adelphi Building A  
Cockcroft Building  
Maxwell Building  
Graphic Design

Adelphi Building B  
Peel Building  
Computer Science  
Mary Seacole

Allerton Building  
Nursing Building

### **Manchester Metropolitan University:**

John Dalton  
Art Building

Hollins

Samuel Alexander

### **University of Manchester:**

Chemistry Building  
Alan Turing Building (Maths)  
Crawford House  
Dental Building  
Humanities (Bridgeford Street)

Physics Building  
Nursing  
Kilburn Building  
Coupland

Roscoe Building  
James Chadwick  
Martin Harris Building  
Arthur Lewis

### **University of Manchester (North Campus):**

Chandos Mail Room  
Sackville Building  
Weston Hall Laundry

Wright Robinson  
Renold Building  
George Begg

Advanced Engineering  
Barnes Wallis

### **University of Manchester (Fallowfield + Victoria Park):**

Woolton Hall Bar/Cafe/Laundry  
The Mall Common Room  
Owen's Park Computer Cluster  
Shevyn House Laundry  
Whitworth Park Bar

Richmond Library  
Little + Green Court Cafe  
Owen's Park Laundry  
Ashbourne Common Rooms  
MSV South

Oak House Bar + Laundry  
Hulme Hall Bar  
Owen's Park Cafe  
Denmark Road Halls

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## **Street Team Distribution**

We currently operate and manage a 20-strong professional street team. The purpose of the street team is to provide venues and promoters with a flexible and professional team of promotional staff who can represent their brand and distribute individual leaflets on the street.

If you would like to have some experienced staff distributing your flyers at a certain Manchester location and at a certain time then we can accommodate this. We provide the council passes required to flyer legally so all you need to do is provide the leaflets and we will do the rest.

We also offer targeted intro/exit flyering of gigs for specific events, so if you wish to target a particular event with your flyers then this is the ideal service. We also offer a 'Shop Drop' service whereby we distribute individual flyers throughout all the major shop/bar/cafes locations in Manchester city centre and South Manchester, which can provide the vital extra promotional push for your event.

Finally we also offer a 'House Drop' service around locations in the South Manchester. This involves posting leaflets through letterboxes of a specific targeted area. Each member of staff can distribute two leaflets per shift so the cost can be split over a number of events.

*\*The prices for these services are listed in the Price List section (Page 10).*



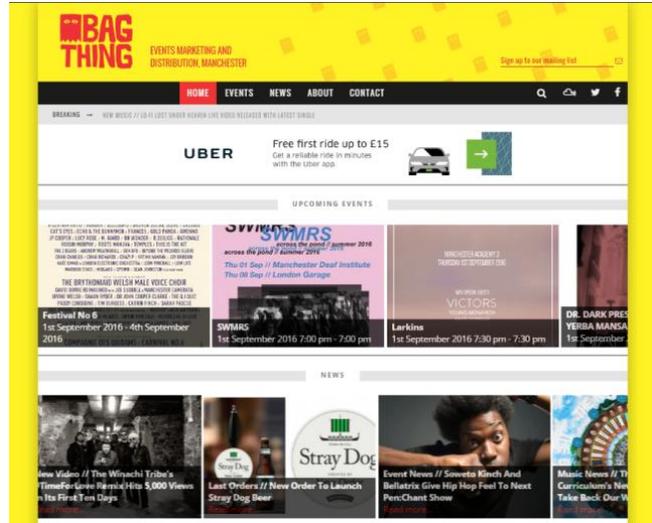
## Online Promotion

### BagThing Online Promotions Packages

[Bagthing.co.uk](http://Bagthing.co.uk) // Twitter: [@BagThing](https://twitter.com/BagThing) // [Facebook.com/BagThing](https://Facebook.com/BagThing)

BagThing is growing. Already offering leading Greater Manchester services across poster, flyering and other physical marketing throughout the region, we are now an established online platform with promotional packages to support your events by boosting their online presence. Earlier in 2016, we redesigned and re-launched our website as a hub for cultural events news, reviews, interviews, listings, competitions and more. We now attract **over 1,500 page views per month**.

- **Website banners** - prominently placed across the full website
- **News stories**
- **Social media exposure** - 6,000+ people reached each month
- **Weekly mailing list**
- **Previews, competitions & themed feature campaigns available**



### Online Package Options

#### Membership Pro - £100 per month

A month-long partnership including:

- // one of five placements on our website promo banners
- // weekly News feature (150 words minimum) + social media shares via Facebook & Twitter
- // one featured News item on mailer per week

#### Membership Lite - £50 per month

A month-long partnership including:

- // one of five placements on our website promo banners
- // monthly News feature (150 words min) + weekly social media shares (FB & Tw)
- // News feature on weekly mailer (week agreed based on availability)

#### Event or Promotional Campaign Booster - £20

- // original preview, competition or news copy (150 words min) promoted via our social media platforms
- // further weekly social media shares for following three weeks

#### Banners-only - £20 per week OR £50 per month

Your promotional event banner featured across the BagThing website

Please contact Dan Ashcroft for more information // [bagdaddy@bagthing.co.uk](mailto:bagdaddy@bagthing.co.uk)

## BagThing Price List

### Flyer Print & Distribution Bundle Prices

Order	Size	Cost
5,000	A6	£175
	DL	£200
	A5	£240
2 <sup>nd</sup> Item (10% Discount)	A6	£160
	DL	£180
	A5	£215

### Flyer Distribution Prices

Order	A6	DL	A5	Brochure
5,000	£100	£120	£125	£150
2,500	£60	£70	£80	£100
1,000	£50	£55	£60	£75
Less than 1,000	Please contact us for a quote			

### Poster Print & Distribution Bundle Prices

Order	Price
50	£60
100	£110

### Poster Distribution Prices

Order	Price
50	£40
100	£80

### Street Team Distribution Prices

Type	8am-8pm	8pm-12am	12am-8am
Street Flyering	£10.00/Hour	£12.00/Hour	£15.00/Hour
Shop Drop	£30.00	N/A	N/A
House Drop	£10.00/Hour	N/A	N/A
Intro / Exit Flyering Event (1 Hour)	£15.00	£15.00	£20.00

## Details

### Our Current Clients

We work regularly with the following companies:

**Trof** <http://www.trof.co.uk/>

**DHP** <http://www.dhpfamily.com/>

**SJM Concerts** <http://www.gigsandtours.com/>

**Odd Bar Group** <http://oddbar.co.uk/>

**Soup Kitchen** <http://soup-kitchen.co.uk/>

**Mostly Jazz Festival** <http://mostlyjazz.co.uk/>

**Oi Polloi** <http://www.oipolloi.com/>

**2022NQ** <http://www.2022nq.co.uk/>

**MAMA Group** <http://www.mamaco.com/>

**ATP** <http://www.atpfestival.com/>

**Bloodstock Festival** <http://www.bloodstock.uk.com/>

**Royal Northern College of Music** <http://www.rncm.ac.uk/>

**Now Wave** <http://www.nowwave.co.uk/>

**Manchester Academy** <http://www.manchesteracademy.net/>

**Hey! Manchester** <http://www.heymanchester.com/>

**Beacons Festival** <http://www.greetingsfrombeacons.com/>

**Moseley Folk Festival** <http://www.moseleyfolk.co.uk/>

**Ministry of Sound** <http://www.ministryofsound.com/>

**Metropolis** <http://www.metropolismusic.com/>

**The Ruby Lounge** <http://www.therubylounge.com/>

**Green Man Festival** <http://www.greenman.net/>

### Testimonials

*"Our venues (Albert Hall, The Deaf Institute & Gorilla) produce over 400 Gigs a year and another 250 Club Events and with this in mind we seek the best in promotion / distribution. For over 5 years we have worked closely with Bag Thing all growing in the market place together. An essential tool for all events including Indie Bands, DJs, Cult Film Events, Comedy and much much more! An essential working relationship and event knowledge from Dan Ashcroft and his excellent team. Highly recommended!"*  
**Ade Dovey (Live Programming Manager), Trof** <http://www.alberthallmanchester.com/>

*"The service at Bagthing is both personal and comprehensive. Their great local knowledge and willingness to go above and beyond are the main reasons that we've used them to help promote our concerts in Manchester successfully for years."* **Ben Ryles, DHP Family** <http://www.dhpfamily.com/>

*"We would highly recommend using Bag Thing, their fantastic distribution service has been vital for us when we have shows in Manchester. They're friendly, quick to respond and very helpful in the planning stages of a poster/flyer campaign"* **Leon Sherman, Metropolis Music** <http://www.metropolismusic.com/>

*"We have tried employing our own promo staff and have over the years used other companies but Bagthing are so good, professional, accountable and reliable that it would be crazy to contemplate not using them now. From booking the staff, the job itself to the post-job reports with photos / reports from the flyering teams it's a terrific service. We pass clients of ours on all the time and they are always very happy with the work too so a big thumbs up from 'Team Ruby Lounge'."* **David Hollins (Director), The Ruby Lounge** <http://www.therubylounge.com/>

*"We really love BagThing - they're very flexible, helpful and respond quickly to all our requests, even the stranger ones! It's a great way to reach new audiences in alternative venues and to be seen in all the trendy places across Manchester. Highly recommended!"* **Royal Northern College of Music** <http://www.rncm.ac.uk/>

"BagThing's street team staff were brilliant and we would highly recommend their services to anyone!"  
**Margaret London** <http://www.margaretlondon.com/>

"I've been using BagThing since its launch and find it to be a highly effective and valuable way of getting word out about my shows." **Chris Horkan, Hey! Manchester** <http://www.heymanchester.com>

"BagThing is a very smart idea, run in a very accommodating way. You can't always control every aspect of running an event, and sometimes you just don't want to turn out to flyer on a Tuesday night in the rain. This is why BagThing exists, and it does very well. Plus, people like bags; they think free things are inside!" **Dave Bassinder, Underachievers Please Try Harder** <http://www.underachieversclub.co.uk/>

## **Contact Us**

If you have any questions, suggestions or requests, please contact us straight away:

Email: [bagdaddy@bagthing.co.uk](mailto:bagdaddy@bagthing.co.uk) / [content@bagthing.co.uk](mailto:content@bagthing.co.uk)

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