



**BAG  
THING**

## **- - - What is BagThing? - - -**

BagThing is a targeted marketing and distribution network based in Manchester, which helps artists, labels, promoters and businesses get their promotional material to the right people. 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 businesses.

Our Flyer Pack and A3 poster distribution services give your event(s) a presence in many of the bars, cafes and shops throughout Manchester city centre and the Greater 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.

## **- - - Services - - -**

### ***Flyer Pack Distribution:***

We produce and distribute 5,000 BagThing packs every month. These are distributed by stocking information racks in shops, cafes, venues and bars throughout Greater Manchester. In our experience this is a great method of getting your flyers into the hands of customers who regularly attend gigs. [Click here](#) for a full list of stockists across the Greater Manchester area.

Alongside distribution only (you provide the printed material), we also offer a printing service for both flyers and posters so that all you need to do is provide us with the design.

We also feature 5 events a month printed on the front of the bags. We offer this exclusive promotional boost for only £40.00+VAT per event when you have a flyer within the bag. Or £150.00+VAT to produce a customized front cover. 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 throughout Greater Manchester (see full list of locations below). All posters are distributed within popular hotspots throughout Greater Manchester. We take photographs of all our distribution and send each client sample shots after the completion of the job. [Click here](#) for some sample shots of recent campaigns we've worked on. [Click here](#) for a full list of our poster locations across the Greater Manchester area.

### ***Street Team Distribution:***

We currently operate and manage a 20-strong 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. We offer targeted intro/exit flyering of gigs, general street flyering, a 'Shop Drop' service whereby we distribute individual flyers throughout all the major shop/bar/cafes locations in Greater Manchester and we also offer a 'House Drop' service which involves posting leaflets through letterboxes of a specific targeted area.

*\*The prices for these services are listed in the Price List section (page 5).*

**- - - Online Promotion - - -**

BagThing is growing. Already offering leading Greater Manchester services across physical marketing throughout the region, you can now support your events by boosting their online presence through our established online platforms. Add one of our bolt-ons to back up your physical print with us, attracting **up to 65,000 impressions across our platforms per month**. We're building a community of music lovers and gig-goers across the Greater Manchester area, with a constantly growing reach across all our online platforms. Using a network of journalists and photographers, we preview and review the most exciting shows across the Manchester Area, from the biggest names on the live circuit to budding local musicians. Get in touch for more information on how we can help your promotion, campaign or reach, with one of our unique promotional packages.

**Social Media Package Options:**

**Uber Bolt On - £100+VAT**

// 3 Bespoke website preview articles

// Three shares per article on our Social Media platforms (Facebook, Twitter & Instagram)

// Featured Listing(s) on our website events calendar

// Your promotional event banner featured across the BagThing website for four weeks

**Pro Bolt On - £50+VAT**

// Bespoke website preview article

// Three shares on our Social Media platforms (Facebook, Twitter & Instagram)

// Featured Listing on our website events calendar

**Pro+ Bolt On (Pro Bolt On Package + Advert Banner) - £60+VAT per week**

// Bespoke website preview article

// Three shares on our Social Media platforms (Facebook, Twitter & Instagram)

// Featured Listing on our website events calendar

// Your promotional event banner featured across the BagThing website for one week

**Website Advert Banner - £20+VAT per week OR £60+VAT per month**

// Your promotional event banner featured across the BagThing website, reaching an average of 170 people per day.

For more information on how to take advantage of our packages, or to discuss a bespoke package, please contact Dan Ashcroft at [bagdaddy@bagthing.co.uk](mailto:bagdaddy@bagthing.co.uk) Find us online @bagthing or on [www.bagthing.co.uk](http://www.bagthing.co.uk)

## **- - - Additional Services - - -**

### ***Apartment Drops:***

Further to our existing services, we have a relationship with an external company who offer a comprehensive direct mail solution to get your flyers into the right hands. Delivered professionally, this exciting new service allows you to get your flyers on the doorstep of over 12,000 apartments in Central Manchester. Safe in the knowledge that your leaflets are being delivered by experienced professionals, they report back on each campaign, so you can see when and where your marketing is being delivered for peace of mind.

If you're interested in this service then please let us know and we can put you in touch with the company directly.

### ***Large Scale Outdoor Posters:***

We've teamed up with City Centre Posters to expand our service allowing us to offer a large scale, outdoor postering service to ensure all your marketing needs are met, delivering a service more tailored to your needs.

Expanding our services to include authorised poster space across city centres, these new spots creating successful and credible city centre advertising, whilst helping control illegal fly-posting. This partnership with City Centre Posters gives us access to 25+ large scale poster spots across Manchester with high numbers of passing traffic, giving you the chance to ensure your event is seen by thousands of local people. To advertise your event in one of these spots, prices start from a minimum of two weeks coverage for **£90+VAT**. Please get in touch for more details. We can also quote prices for production of 60x40 posters. Please enquire for further details. See a full list of outdoor poster sites [HERE](#)

### ***Bespoke & Outside Greater Manchester Jobs:***

If you are interested in any services not already mentioned then please get in touch and we can explore options. We are always interested and excited to undertake unique jobs and are happy to accommodate client's needs. Equally, if you are looking for distribution in other UK cities, please contact us to discuss options as we have links across the country.

- - - BagThing Price List - - -

**Flyer Print & Distribution Bundle Prices**

Order	Size	Cost
5,000	A6	£190+VAT
	DL	£220+VAT
	A5	£270+VAT
2 <sup>nd</sup> Item (10% Discount)	A6	£170+VAT
	DL	£200+VAT
	A5	£240+VAT

**Flyer Distribution Prices**

Order	A6	DL	A5	Brochure
5,000	£120+VAT	£135+VAT	£150+VAT	£175+VAT
2,500	£80+VAT	£90+VAT	£100+VAT	£120+VAT
1,000	£50+VAT	£55+VAT	£60+VAT	£75+VAT
Less than 1,000	Contact for a quote			

**Poster Print & Distribution Bundle Prices**

Order	Price
50	£65.00+VAT
100	£130.00+VAT
150	£190.00+VAT
200	£250.00+VAT

**Poster Distribution Prices**

Order	Price
50	£50.00+VAT
100	£100.00+VAT
150	£150.00+VAT
200	£200.00+VAT

**Street Team Distribution Prices**

Type	8am-8pm	8pm-12am	12am-8am
Street Flyering	£20.00+VAT/Hour	£20.00+VAT/Hour	£20.00+VAT/Hour
Shop Drop (City Centre)	£50.00+VAT	N/A	N/A
House Drop	£20.00+VAT/Hour	N/A	N/A
Intro/Exit Flyering Event (1 Hour)	£20.00+VAT/Hour	£20.00+VAT/Hour	£20.00+VAT/Hour

### **- - - 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 [www.dhpfamily.com](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 [www.metropolismusic.com](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 [www.therubylounge.com](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 [www.rncm.ac.uk](http://www.rncm.ac.uk)*

*"BagThing's street team staff were brilliant and we would highly recommend their services to anyone!" Margaret London [www.margaretlondon.com](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 [www.heymanchester.com](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)

Call: 07815 770 371

Office: 44 Edge Street, Manchester M4 1HN