

Do you want to join Manchester's wildest festival?



#mfon

Manchester Festival of Nature

Funders' Guide



## The Manchester Festival of Nature

Or MFoN as we know it in these parts. MFoN is Manchester's wildest festival and was formed in 2019, when 7,000 nature lovers turned up in Heaton Park to enjoy lots of wild and wonderful activities .

It came as a bit of surprise as we were really just testing to see if there was a taste for knowledge about Manchester's plants and creatures. We had about 15 stalls but each one was a hive of activity. It appealed to families in the park and the hard work and worry was worth it on one of the hottest days of the year. This was the first year of the now legendaray Pollinator Parade with more than 500 people and two dogs dressing up as bees.

Covid put a stop to live events in 2020 and 2021 but a virtual festival pulled in more than 35,000 visitors as partners created some wonderful videos featuring activities and local wildlife spectacles.

In 2022, we were back at the beautiful Heaton Park for MFoN4, with more than 100 volunteers and visitors again topped 6,000.

Numbers at the 2023 event were down to around 4,000, only because there was a threat of a huge thunderstorm heading our way. It arrived at 4.30pm just as exhibitors were packing up. The rest of the day was amazing with more partner stalls, and music provided by the Solar DJ and Blackley Brass Band.

Plans are now underway for MFoN 2024, at the end of June, with more interest from potential partners and stall-holders.

### **Manchester Festival of Nature celebrates biodiversity across Greater Manchester. Our aims are:**

- **Nature for everyone**
- **Nature for wellbeing**
- **Sustainability and climate action**
- **Spaces for nature**





## **MFoN 2022 at a glance:**

Attendance: 6,000

Organisations involved: 16

Activities: 28 including scavenger hunts,  
arts and crafts activities, storytelling, mural  
painting and MORE!

### **MFoN Twitter stats for June:**

Impressions - 35,800

Profile visits - 16,700

Mentions - 259

New followers - 172

Funders: Toyota, Park Life, Northstone, My Wild  
City, Carbon Landscape





## **MFoN 2023 at a glance:**

Attendance: 4,000 (down a little because of impending thunderstorm)

Organisations involved: 22

Activities: 24 including scavenger hunts, arts and crafts activities, storytelling, painting of plant pots, high-tech microscope and appearance of live bats (safely cared for by Lancashire Bat Group). Solar DJ providing music and compering, brass band to launch the now legendary Pollinator Parade around the gardens.

Young people from the MFoN Youth Panel and Wildlife Trust Youth Council collected pledges for a better environment

### **MFoN Twitter stats for June:**

29.2k impressions  
2,783 profile visits  
61 mentions

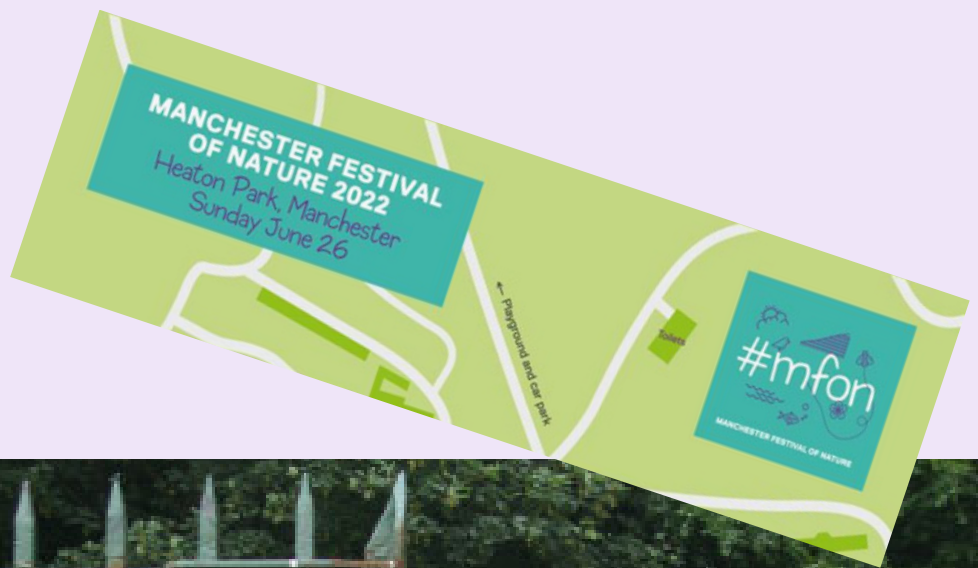
### **Facebook –**

3.4k impressions  
Instagram reach – 1,857  
Total reach – 34.1k

Funders: Toyota, Park Life, Little Green Feet



# Our amazing hosts



## Funders 2023



Toyota are on a mission to go Beyond Zero

Zero emissions isn't our destination. It's another step in our electrification journey to overcome barriers and build a better future for all: beyond emissions, beyond restrictions, beyond expectations and beyond barriers.

In 1997 we released the Toyota Prius, the world's first mass-produced hybrid passenger vehicle. At launch, the first-generation Prius had a fuel efficiency rating of 28.0 km/L and came with the tagline: "Just in time for the 21st century."

Today we offer 4 different electrified powertrains and plan to build 40 new or updated electric vehicles by 2025 to reduce or remove tail-pipe emissions entirely.

Going Beyond Zero - The journey does not end with zero emissions - from helping mobility restrictions to building hydrogen-powered cities, we want to go further, we want to go Beyond Zero.

**RRG Toyota are, therefore, delighted to be supporting The Manchester Festival of Nature to help us all to appreciate the nature around us and highlight the part that Toyota will play in protecting our planet for the future.**

Come and visit our stand and we can share our latest models as well as providing some great fun and games for the kids and prizes to be won..

Kind regards

Jonathan Royle,  
Head of Marketing and  
Digital Delivery,  
RRG Group Limited

The Manchester Festival of Nature is a great way to promote your company's passion for nature. It gives you an opportunity to:

- Highlight your company's green ambitions;
- Introduce your staff and customers to the wildlife of Manchester;
- Network with conservationists, scientists and potential customers;
- Tell customers that you are a supporter of MFoN and Manchester's wild things;
- Come along to the event and have a wonderful time.

You can help Manchester's Wildest Festival to  
grow even bigger











Does your company want to celebrate the amazing wildlife of Manchester?

Contact Megan ([mkelsall@lancswt.org.uk](mailto:mkelsall@lancswt.org.uk)) or Alan ([awright@lancswt.org.uk](mailto:awright@lancswt.org.uk)) for details of our sponsorship packages at:

Manchester's Wildest Festival

