



WINTER IN THE CITY

LANCASTER 2018

LANCASTER BID SPONSORSHIP PACKAGE

Lancaster Business Improvement District (BID) works throughout the year to promote and improve Lancaster city centre and organise a programme of events which reliably attract large crowds.

Our mixed marketing is guaranteed to reach tens of thousands of people throughout the district and beyond and we are delighted to offer an opportunity for **your business** to partner in these events.



Each year Lancaster BID coordinates a 'Winter In The City' campaign featuring a programme of events throughout November and December. Annual highlights include Light Up Lancaster, the flagship Christmas Lights Switch On and Reindeer Day, with a visit from Santa!

With events every weekend throughout November and December there really is something for everyone, giving **you** the ideal opportunity to gain prime visibility for **your business**.



LANCASTER
BUSINESS
IMPROVEMENT
DISTRICT



www.lancasterbid.org



[LancasterCityForAllSeasons](https://www.facebook.com/LancasterCityForAllSeasons)



[Lancaster_BID](https://twitter.com/Lancaster_BID)

WHAT'S AVAILABLE FOR MY BUSINESS?

OPPORTUNITIES ARE ALSO AVAILABLE TO BE THE SOLE BUSINESS SPONSOR FOR SPECIFIC ELEMENTS OF THE **WINTER IN THE CITY** CAMPAIGN **TO GIVE YOUR BRANDING PREMIUM VISIBILITY.**

	Bronze £1,000 + VAT	Silver £3,000 + VAT	Gold £4,000 + VAT	Platinum £5,000 + VAT
Your logo included in all printed flyers <small>(10,000 copies)</small>	✓	✓	✓	✓
Your logo on outdoor advertising	✓	✓	✓	✓
Your logo on Winter In The City pages of Lancaster BID and Visit Lancaster websites	✓	✓	✓	✓
Facebook posts thanking your business for support <small>(5,000+ Likes)</small>	1 BOOSTED POST	2 BOOSTED POSTS	3 BOOSTED POSTS	5 BOOSTED POSTS
Public thanks for your support via Twitter <small>(2,370+ followers)</small>	1 TWEET	2 TWEETS	3 TWEETS	5 TWEETS
Your logo on footer of printed media adverts <small>(newspaper & magazines)</small>		✓	✓	✓
Advert for your business in Lancaster BID Christmas magazine <small>(50,000 distribution)</small>		QUARTER PAGE	HALF PAGE	FULL PAGE
Business logo featured in online video marketing		✓	✓	✓
Advert for your business on the big screens at Switch On		✓	✓	✓
Space for a marketing stand for your business at Christmas Lights Switch-On			✓	✓
PACKAGE SPECIAL FEATURE			Inclusion of your business in radio advert on Heart FM <small>(Rate Book Value £3,240)</small>	Inclusion of your business as a partner in bus adverts around the Lancaster district <small>(Rate Book Value £4,600)</small>

Sponsorship Opportunity	Benefits
Headline Sponsor for Christmas Lights Switch On £9,500 + VAT	<ul style="list-style-type: none"> • Have your brand associated with the flagship event of the annual Winter In The City campaign – reliably attracting 10,000 people throughout the day • Switch On promoted as ‘brought to you in partnership with YOUR BUSINESS’ in all marketing material and advertising for the event • Your business name included in radio advert specific to the event and played extensively during November, including prime time • Extensive promotion including boosted posts on social media channels with anticipated total reach in excess of 100,000 • Free marketing pitch for your business at the Switch On event • Your business logo displayed on the two viewing screens throughout the event • Your business logo displayed on the main stage throughout the event
Reindeer Day with a visit from Santa £2,000 + VAT	<ul style="list-style-type: none"> • Your business included in all marketing material specific to this event including social media, printed flyers and newspaper adverts • Space for your business to have a marketing stand at the event in Market Square • Option to provide banners promoting your business to attach to the barriers around the reindeer enclosure
Christmas Trees in Market Square £750 + VAT per tree (2 available)	<ul style="list-style-type: none"> • Brightly lit real 20ft Christmas trees at the front of the city museum provide a focal point to the Christmas campaign and are seen by thousands of people passing through the city centre every day • Banners with your business logo will be displayed at the base of each tree to ensure high visibility of your brand for at least 6 weeks
Late Night Shopping Entertainment £300 + VAT per act (4 available – 29th Nov, 6th Dec, 13th Dec, 20th Dec)	<ul style="list-style-type: none"> • Help build the festive atmosphere with walkabout acts and music on the city streets during late night shopping • Sponsors located within the city centre have the option of a 10 minute static performance outside their door during late night shopping on the date sponsored • Your business included on all social media posts and other promotion for the act sponsored

CUSTOMISED PACKAGES ARE ALSO AVAILABLE, CONTACT THE LANCASTER BID TEAM TO FIND OUT MORE

SPONSORSHIP OFFERED ON A FIRST COME FIRST SERVED BASIS – **BOOK EARLY TO AVOID DISAPPOINTMENT**



SPECIAL OFFER

Any business sponsoring a specific element of the **Christmas campaign** (excluding late night shopping entertainment) is entitled to a **10% DISCOUNT** on any of the standard **Winter In The City sponsorship packages** agreed at the same time.

To express your interest or to find out more about these opportunities please contact **the Lancaster BID team** on **01524 590650** or **info@lancasterbid.org**