

LIGHT UP LANCASTER



... get involved



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BID

LANCASTER
BUSINESS
IMPROVEMENT
DISTRICT

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LOCATION(S):

Held across Lancaster city centre, with a trail including landmarks, such as Lancaster Castle to Judges' Lodgings, as well as secret squares and historic buildings.



WHAT'S THE EVENT ABOUT?

Light Up Lancaster is a two-day festival, focused largely on a programme of evening events across the city of Lancaster, that brings a large footfall into the area.

The festival invites visitors to explore the historic city of Lancaster at night, leading them on a trail from the most well-known places, such as Lancaster Castle and the Judges' Lodgings, to hidden gems in secret squares and historic buildings, that features light art and performances from international, national and regional artists. The Light Up Lancaster finale is a fireworks spectacular that lights up the skyline of the city.

WHAT SUPPORT WILL I RECEIVE?

- A presence on the Light Up Lancaster website, on a page featuring all the businesses taking part and their offers
- Your business highlighted on an interactive digital map, showing your proximity to Light Up Lancaster artworks
- Be featured in Lancaster BID marketing activity, including in newsletters to its mailing list and website articles, and partnerships, such as Loyal Free
- Your offer or competition emailed to the Light Up Lancaster mailing list
- Be featured on Light Up Lancaster and Lancaster BID social media in the run-up to the event
- Light Up Lancaster volunteers and council visitor outlets will be briefed with all businesses information and offers ahead of the festival to guide visitors
- A Light Up Lancaster Partner Badge to display on your social channels, website and at your workplace

WHERE CAN I FIND MATERIALS TO HELP ME?

Follow [this link](#) to find social media assets and materials that will help you promote your business during this event.



WHO IS INVOLVED?

Light Up Lancaster is a partnership event between Lancaster City Council and Lancaster Arts Partnership (LAP). The festival is funded and supported by Lancaster Business Improvement District (BID), Lancaster City Council and Arts Council England. Additional support comes from Lancaster University, Pennine Events, the Duchy of Lancaster and Lancaster's arts organisations.

HOW CAN I GET INVOLVED?

- Open your business later over the two days to capitalise on the footfall created by the event
- Provide themed offers to customers, such as Light Up Lancaster food offers, in-store discounts over the two-day festival, and special features in store, such as new product releases or events
- Advertise your activities in-store and on your social channels and website before, during and after the event
- Display the Light Up Lancaster Partner badge on your social channels, website and in your workplace
- Hold a special evening in your store such as a candlelit shopping or dining experience



HOW CAN I FIND OUT MORE?

Any questions or for more information, contact

marketing@lancasterbid.org

or call **01524 590650**

RESOURCES

www.lightuplancaster.co.uk/marketingassets

Facebook @lightuplancaster

Twitter @lightuplanc

Instagram @lightuplanc



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