

BID

LANCASTER
BUSINESS
IMPROVEMENT
DISTRICT

**LOVE
LANCASTER**



2022 COMMERCIAL MARKETING PACK



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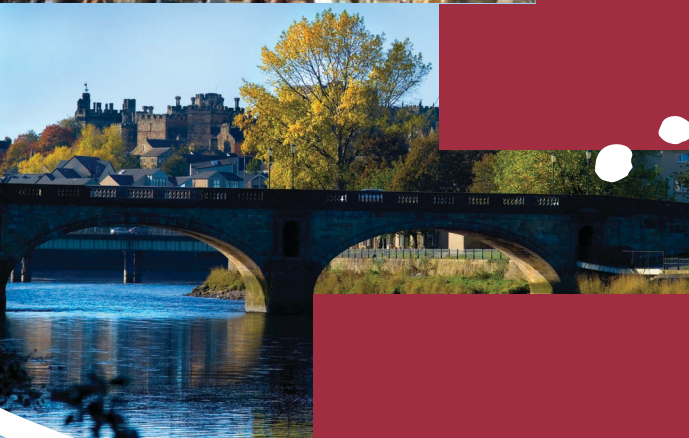
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Sign up as a Lancaster BID Commercial partner for 2022. Your chance to contribute to a positive future for the city centre and showcase your brand as making a visible commitment to your local community.



WHAT IS LANCASTER BID?



What is a BID?

Lancaster Business Improvement District (BID) is a business-led and business funded body formed to improve a defined commercial area.

The businesses that fund and run the BID work in partnership with local authorities and other organisations to improve the trading environment of a specific area and to make it a more pleasant place to live, work, invest and visit.

BIDs were introduced in the UK in 2005 and have since become a great success as businesses have seen the benefits of taking charge of their own commercial districts by developing and implementing delivery plans to achieve a common goal. There are now more than 300 BIDs in the UK with many in their third and fourth terms.

Lancaster BID is a member of British BIDs which provides support with networking forums and training and development for BID staff and board members, thus facilitating the sharing of good practice and new ideas for BIDs to stimulate business growth in their respective areas.

What is Lancaster BID?

Lancaster Business Improvement District (BID) was established by the city centre businesses in 2013 to promote and improve the trading environment in Lancaster. Lancaster BID currently works towards these five goals:

- **Marketing Lancaster as a Destination**
- **Safe and Secure City Centre**
- **Clean & Attractive City Centre**
- **High Quality Events Programme**
- **Direct Support to Businesses**

Lancaster BID held a third successful ballot of all levy paying businesses in February 2021. 79.6% of votes received were in favour of the BID continuing for a further 5-year term. This proves the high levels of support from businesses and the benefits that Lancaster BID brings to the city centre.

The ballot result provides a strong mandate for Lancaster BID to continue to deliver on priorities to make the city an even more attractive place to live, visit, work and do business.



OUR FOUR BIG EVENTS



Dino Fest

Fast becoming our flagship event, Dino Fest will see realistic Dinosaurs roaming freely around Lancaster city centre, theatrical street performances, baby Dino meet and greets, a competition trail as well as collaboration with local museums to provide a plethora of palaeontology pursuits for little ones - Dino Fest is an educational yet entertaining event for all the family which sees the city centre come alive.

In 2021, our Dino Day recorded 49,975 foot-flow impressions - a 29.8% uplift on the previous Sunday*. Already a firm family favourite attracting visitors from all over Lancaster district and beyond, our Dino event for 2022 is set to be bigger and better than ever, spanning over a full weekend, which is sure to put Lancaster on the map as a Dino destination.

Lancaster Rewind: 1972

Lancaster Rewind is a new event for the city turning the clock back 50 years to see what has changed. We will be showcasing some of the longest standing businesses in the city, highlighting our heritage and how buildings have changed and remembering the music of 1972 from the likes of Pink Floyd, Paul Simon, Donny Osmond and Paul McCartney's Wings. We will also be teaming up with HPA Chartered Architects who will be curating an exhibition of images of Lancaster from 1972 alongside photos which recapture the same view today. The event will offer something for everyone and will highlight our wonderful city and how it has changed from 1972 to the present day.

Lancaster Christmas Lights Switch On

The Lancaster Christmas Lights Switch On marks the official start of the festive season for the city centre and is always a real highlight in the events calendar. With a fantastic stage show in Market Square and incorporating the annual CancerCare Santa Dash, the event is always guaranteed to draw huge crowds into the city. The city centre is always buzzing and 2021 was no different with 53,114 footfall impressions recorded throughout the day*, an impressive 28% increase on the previous Sunday. For 2022 the event coincides with Lancashire Day so we will ensure a true local focus showcasing local acts, community organisations and businesses throughout the day. Our exciting headline act is a regular on the local festival circuit and is certain to draw a crowd alongside other Lancashire performers who will take to the stage throughout the afternoon and keep the crowds entertained in the build up to the big switch on. With your business name on the main stage, this event offers one of the highest profile promotion opportunities of the year.

Reindeer Day

December always sees the return of the beautiful Cairngorm Reindeer. Families love this event, and it also gives the children the chance to meet Santa. With other fun activities going on across the city this is a must for the family market delivering 48,324 all day recorded footfall impressions*.

*Sourced from 3 foot-flow counters in the City Centre



DIARY OF EVENTS AND PROMOTIONS

January to December
Love Lancaster Lottery (CP2)

February 5th to 6th
Chinese New Year Festival ★

February 11th to 27th
Love Lancaster Promotion (CP2)

April 18th to 22nd
Random Acts of Kindness (CP3)

May 21st to 29th
Lancaster Festa Italia ★

June 25th to September
Festival of the Earth ★

June 26th
Lancaster Pride ★

July 2nd to 3rd
Lancaster Indie Weekend (CP2)

July 3rd to August 28th
Summer Sundays (CP2)

July 16th to 17th
Lancaster Dino Fest (CP1)

July 18th to 22nd
Random Acts of Kindness (CP3)

September 9th to 11th
Lancaster Jazz Festival ★

September 18th
Lancaster Rewind Festival (CP1)

September 30th
Lancaster and District Chamber of Commerce Expo ★

October 13th to 16th
Lancaster Music Festival ★

October 29th to 30th
Halloween Ghost Tours (CP2)

November 4th to 5th
Light Up Lancaster ★

November 10th
Love Lancaster Awards (CP2)

November 26th to January 2023
Lancaster On Ice ★

November 27th
Lancaster Lights Switch On (CP1)

November to December
12 Windows promotion (CP3)

November to December
Best Festive Window promotion (CP3)

November to December
Toy Appeal (CP2)

December 1st to 25th
Lancaster BID's Advent Calendar (CP3)

December 4th
Reindeer Day (CP1)

★ - BID Supported Event. All BID Supported events are either supported with a monetary contribution or marketing contribution or both.

(CP1-CP3) - Means Commercial Partnership, details on page 11

ALL Events are subject to date and restriction changes depending on Government and Local Authority Guidelines.

SPONSOR PACKAGES

Gold Package - Investment £3000 + VAT

This opportunity is open for 4 businesses to partner with Lancaster BID on our programme of events. It's an ideal opportunity for any business or organisation that wants to support and influence the shape of Lancaster moving forward. The fantastic thing with BID is that you know that every penny you spend is put back into improving or making Lancaster city centre thrive.

What you receive:

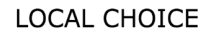
- Headline sponsor of 1 of our "Four Big Events" including logo on all marketing materials, newspapers, magazines, social media, leaflets, on stage branding (where applicable) banners and website, plus space available to exhibit at event.
- Headline Sponsor of any of our CP3 Events (see page 9)
- Full page advert in our Winter in the city brochure
- Editorial in 4 bi-weekly BID e-newsletters per annum with links to your own website
- Logo as "Commercial Partner" on every newsletter
- 4 tickets to Love Lancaster BID Awards (November 10th)
- Advert in Love Lancaster BID Awards Magazine
- Advert in our Hospitality guide and retail guide
- Professional photographs from the event you sponsor
- Unique Gold Sponsor in your sector
- Digital advertising through BID Platforms: Facebook, LinkedIn, Twitter and Instagram

Silver Package - Investment £1500 + VAT

What you receive:

- Headline Sponsor of any CP2 Event (see page 9)
- Half Page in Winter in the city brochure
- Half Page in our Love Lancaster BID Awards Magazine
- 2 Tickets to Love Lancaster BID Awards
- Editorial in 2 bi-weekly BID e-newsletters per annum with links to your own website

MEDIA PARTNERS



Lancaster BID has a mission to increase footfall and enhance trading opportunities for businesses of all sizes throughout the city centre.

With all our events and promotions we use a media mix of our LoyalFree App, radio, magazines, digital, press, digi van depending on the size of the event or promotion. We also use our own channels:

Love Lancaster BID (Facebook)	7685 followers
Twitter	3310
Lancaster BID (B2B Facebook)	1897
Instagram	1788
BID Newsletter	660
LinkedIn	322

(All figures correct January 2022)

As sponsors of our events/promotions you will feature heavily on some/all of the above.



LANCASTER BID AWARDS 2022



The Love Lancaster BID Awards are growing from strength to strength. In 2022 we had nearly 600 nominations for our fantastic individuals, organisations and businesses of Lancaster. In 2022 we want to make it bigger and better, our plan is to hold the event at Lancaster Town Hall to showcase and celebrate the very best Lancaster has to offer. Based on feedback we have tweaked a couple of categories to truly represent all our levy paying and associate members of Lancaster BID.

Headline Sponsor - Investment £1500 + VAT

What you receive:

Logo on all marketing for the event including: banners, posters, postcards, newspaper advertising, website, social media.

At the event:

6 free tickets, on stage banner advertising, on screen logo, advert in the event magazine, logo throughout the magazine, official photographs from the event. Also includes sponsorship and on-stage presentation of the prestigious 'Lancaster Ambassador Award'.

Category Sponsor - Investment £275 + VAT

What you receive:

- Logo on website
- On screen logo (at event)
- Social media advertising
- Present award on stage
- Logo in event magazine
- 2 free tickets to the awards

Categories to Sponsor

Employee of the year, Young Person of the year, Manager of the year, Customer Service Team of the year, Hair & Beauty Business of the year, Professional Services Award, Visitor Attraction of the year, Small Retailer of the year, Large Retailer of the year, Pub of the year, Ambassador of the year, Superhero Award, Restaurant of the year, Coffee Shop / Café of the year.

OTHER WAYS TO SUPPORT US

You can help to support Lancaster BID with any of the following:

- **Christmas Tree Sponsorship within Market Square**
- **Programme advertising for most events**
- **Stalls at various events including Easter and Christmas Lights**
- **Sponsor a BID Breakfast**
- **Newsletter marketing**
- **Sponsor Welcome Drinks at Love Lancaster BID Awards**

ASSOCIATE MEMBERS

Whilst the smallest businesses are not required to pay an annual BID Levy, they can still sign up as Associate Members to have access to all the benefits of being a Lancaster BID Levy payer. Benefits vary over time and have recently included:

- **FREE half page feature promoting your business in the Lancaster Guardian**
- **Access to DISC App to receive details of frequent offenders in the city centre**
- **Business promotions on platforms such as LoyalFree**
- **FREE tickets to BID Business Breakfasts and similar events**
- **Half price Christmas tree for outside your business**
- **Opportunity to feature FREE in city centre seasonal trails and events**
- **Share your business posts on BID social media**

All these benefits come at the bargain price of just £120 + VAT per year.





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