



COMMERCIAL MARKETING PACK 2024

BID

LANCASTER
BUSINESS
IMPROVEMENT
DISTRICT

**LOVE
LANCASTER**

CONTENTS

| | |
|--------------------------------|---------|
| WHAT IS LANCASTER BID? | 4 - 5 |
| OUR 5 GOLD EVENTS | 6 - 7 |
| OUR 4 SILVER EVENTS | 8 |
| OUR 4 BRONZE EVENTS | 9 |
| SPONSOR PACKAGES | 10 |
| MEDIA PARTNERS | 11 |
| LOVE LANCASTER BID AWARDS 2024 | 12 - 13 |
| ASSOCIATE MEMBERS | 14 |
| EVENTS & PROMOTIONS | 15 |
| CONTACT DETAILS | 16 |



Sign up as a Lancaster BID Commercial partner for 2024. 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.

Lancaster BID's most recent ballot in 2021 showed resounding support for a third term with 79.4% of votes received being in favour of BID continuing for a further 5 years. This provides a strong mandate to continue to deliver on the priorities of businesses across the city centre.

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 has been going from strength to strength with our flagship events programme attracting ever more people into the city centre with a wider range of events throughout the year. 2023 saw our busiest ever Christmas Lights Switch On and also saw the impact of our events recognised through local and regional awards.

Dino Fest was shortlisted for the "Best Of the Bay" Tourism and Visitor Attraction award, and has also been shortlisted, for the second year running, for the "Small Event of the Year" at the Lancashire Tourism Awards on February 6th.

With your support, 2024 will see even more success in the city centre.

OUR 5 GOLD EVENTS



DINO FEST

JULY 13TH & 14TH

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 2023 the event recorded 114,730 footfall impressions over the weekend. In 2024 we are committed to once again delivering a full weekend event for all the family with a huge focus being on Sir Richard Owen and the 200th anniversary of the naming of the Megalosaurus.

Dino Fest has been shortlisted for Lancashire Tourism Awards "Small Event of the year 2023".

114,730
footfall impressions in
2023

SUMMER SUNDAYS

JULY 21ST - SEPTEMBER 8TH

Building on the success of The Rewind Festival and Summer of Rewind in 2022 and 2023, Lancaster BID is returning with a Summer full of local entertainment. This 8 week programme will feature local bands, solo singers, and an array of different entertainment to brighten up the Summer. We encourage families to relax on our giant deck chairs, play giant jenga and Connect Four whilst enjoying the FREE entertainment. Through our Summer Sunday Programme in 2023 we had an average 20,000 footfall impressions 11am-4pm every Sunday.



LANCASTER CHRISTMAS LIGHTS SWITCH ON

NOVEMBER 24TH

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.

Footfall impressions for the Lights Switch On were 59,323, an amazing 63.2% increase week on week figures.

59,323

footfall impressions in
2023

63.2%

increase



REINDEER DAY

DECEMBER 8TH

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 41,566 all day recorded footfall impressions*.

41,566

all day footfall impressions



SANTA'S GROTTO AND SHOW GLOBE

DECEMBER 12TH - 15TH

Brand new for 2024, BID wants to bring back the Christmas Spirit for the late night shopping. Working with renowned company "The Show Globe", our plan is to highlight the "Living Snow Globe", which will illuminate so that during the evenings, the internal scene will really stand out.

On top of this, to entertain people whilst shopping, we are going to work with Lancaster Music Festival to have choirs and brass bands on the streets, and "busk stops" within local businesses.

By putting on this event we are encouraging more businesses to open and stay late whilst providing fantastic Christmas Entertainment for the family. Finally we are aiming to bring Santa's Grotto to the city to add to the family fun and hopefully this will be in the city 12th - 15th December.

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

OUR 4 SILVER EVENTS

LANCASTER DAY

JUNE 12TH

We really want to celebrate all things Heritage in our wonderful city and what better day than on the official day the charter was signed for Lancaster back in 1193? Working with our heritage organisations this promises to be a day of family fun and education.

Fantastic family/community event to sponsor.

DINO TRAIL

JULY 1ST - 21ST

Forming part of our flagship event Dino Fest, this 12 window artistic trail will delight the biggest of dino fans. Working with local artist/s, there will be twelve different dino artworks on business windows. All participants have to do is find them for a chance to win £100 voucher.

Fantastic family promotion to sponsor.



LANCASTER BID'S TOY APPEAL

NOVEMBER 22ND - DECEMBER 16TH

The toy appeal in 2023 was an unbelievable success story culminating in Lancaster BID donating thousands of toys to 6 local charities that represent children that need toys at Christmas. The charities were: Cancercare, Children's Ward at RLI, East Meets West, Little Joe's Clothes, Safenet and Unique Kidz. We use local drop off points for everyone to donate their new, or nearly new, toys off.

Fantastic community event to sponsor.

SNOWMAN TRAIL

NOVEMBER 23RD - DECEMBER 31ST

First we brought you giant bunnies, second came life-sized reindeer, this year we would like to invite you to find human sized Snowmen. We will work with local schools to decorate them in their unique style, once finished we will hide them in shop windows to form a wonderful Christmassy trail. One lucky school will win a prize for the best design and 1 lucky winner will win £100 voucher for finding them.

Fantastic family promotion to sponsor.

OUR 4 BRONZE EVENTS

BID BUNNY TRAIL

MARCH 29TH - APRIL 14TH

This Easter we will have 10 Cuddly BID Bunnies hiding in shop windows. To take part, families will find our BID bunnies across the city centre for a chance to win a monetary figure/bonus prize.

Great family promotion.

INDIE WEEKEND

JULY 6TH & 7TH

An amazing 67% of Lancaster City Centre businesses are independently owned. Once a year we celebrate that by working with our independents to run a promotion just for them. Great opportunity for the public to find them and also win prizes from them.

Promotion mechanic still to be finalised.

HALLOWEEN TRAIL

OCTOBER 5TH - 31ST

Participants follow the city centre trail to find all the spooky skeletons featured in shop windows, in order to be in with a chance of winning a prize.

Great family fun promotion.



BEST FESTIVE WINDOW PROMOTION 2024

DECEMBER 1ST - 18TH

Our businesses are encouraged to decorate their windows for the festive spirit. Working with volunteers from Lancaster Civic Vision, we shortlist the best 12 windows and then ask the public to choose their favourite. This is very interactive on social media and in 2023 had a reach of over 20,000.

Fantastic social media promotion.



SPONSOR PACKAGES

GOLD PACKAGE

INVESTMENT £3250 + VAT

This opportunity is open for 5 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 **"5 Gold 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
- 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 14th)
- **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, X, TikTok and Instagram

SILVER PACKAGE

INVESTMENT £1650 + VAT

What you receive:

- Headline sponsor of one of our **"4 Silver Events"**
- 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

BRONZE PACKAGE

INVESTMENT £900 + VAT

What you receive:

- Headline sponsor of one of our **"4 Bronze Events"**
- Half Page in **Winter in the City Brochure**
- **1 editorial piece in a newsletter of your choice**

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 radio, magazines, digital, press, digi van depending on the size of the event or promotion. We also use our own channels:

| | Followers |
|---------------------------|-----------|
| LoveLancasterBID Facebook | 9,468 |
| X | 3,300 |
| BID Newsletter (Business) | 762 |
| BID Newsletter (Public) | 132 |
| LinkedIn | 542 |
| Instagram | 845 |

TikTok-New for 2024

All figures correct as of 1st January 2024. As Sponsors of our events/promotions you will feature heavily on some/ all of the below.





LOVE LANCASTER BUSINESS AWARDS 2024

The Love Lancaster Business Awards continue to go from strength to strength. In 2023 we had over 1500 nominations for our fantastic individuals, organisations and businesses of Lancaster. In 2024 based on feedback we are introducing a 16th award: "New business of the year". We feel we now have a selection of awards that truly captures all the sectors of business we represent.

The event will be held on **Thursday November 14th** at Lancaster Town Hall. Nominations will open August 2024.



HEADLINE SPONSOR

INVESTMENT
£1750 + VAT

What you receive:

- Logo on all marketing for the event including: 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'.

WELCOME DRINKS SPONSOR

INVESTMENT
£500 +VAT

With 200 guests arriving, raise your profile at the awards by sponsoring the welcome drinks.

What you receive:

- Logo on website
- On screen logo (at event)
- Social media advertising
- Advert in event magazine
- 4 free tickets to the awards

CATEGORY SPONSOR

INVESTMENT
£300 + 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 this year:

- New Business
- Employee
- Young Person
- Manager
- Customer Service Team
- Hair and Beauty Salon
- Professional Services Award
- Visitor Attraction/Event
- Independent Retailer
- Multiple Retailer
- Pub/Bar
- Superhero Award (Community Award)
- Restaurant
- Coffee Shop/Café
- Takeaway
- BID Ambassador

First refusal always goes to the equivalent sponsor in 2023.



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
- FREE tickets to BID Business Breakfasts and similar events
- Reduced 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
- Opportunity to sit on The Management Board or any Sub Group as part of Lancaster BID

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



EVENTS & PROMOTIONS

February 4th

CHINESE NEW YEAR CARNIVAL ★

February 16th - 18th

QUAYFEST 3 ★

March 29th - April 14th

BID BUNNY TRAIL

May 10th - 12th

HIGHEST POINT ★

May 25th - 27th

LANCASTER FESTA ITALIA ★

June 12th

LANCASTER DAY

June 23rd

LANCASTER PRIDE ★

July 1st - 21st

DINO TRAIL

July 6th & 7th

INDIE WEEKEND

July 13th & 14th

DINO FEST

July 21st - September 8th

SUMMER SUNDAYS

August 23rd - 26th

QUAYFEST 4 ★

September 11th - 15th

LANCASTER JAZZ FESTIVAL ★

October 10th - 13th

LANCASTER MUSIC FESTIVAL ★

October 18th - 31st

HALLOWEEN TRAIL

November 7th - 9th

LIGHT UP LANCASTER ★

November 14th

LOVE LANCASTER BUSINESS AWARDS

November 23rd - January 5th

LANCASTER ON ICE ★

November 24th

LANCASTER CHRISTMAS LIGHTS SWITCH ON

November 24th - December 16th

TOY APPEAL

November 23rd - December 31st

SNOWMAN TRAIL

December 1st - 19th

BEST FESTIVE WINDOW PROMOTION

December 8th

REINDEER DAY

December 12th - 15th

SANTA'S GROTTO & SHOW GLOBE EVENT

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

All dates are currently provisional and correct at time of print.



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