



Call for content for Sparkling Bradford Winter

We'd like to introduce you to our Winter Campaign. November 2020 – February 2021

Visit Bradford, The Broadway Bradford, Bradford Business Improvement District (BID) and Bradford Council are currently working on the new **Sparkling Bradford Winter campaign**. Following the popularity of the summer campaign, the winter campaign will remind residents to discover the district on their doorstep safely, and find ways to support local during challenging times.

The campaign will focus on 'winter comforts' curling up with a cup of hot cocoa or tea, winter walking in chunky winter scarves, discovering your favourite comfort food... things to make us feel happy and content.

Highlights will include 'Things to do in Bradford & district' – (See www.sparklingbradford.info for content inspiration)

- The Great Outdoors
- Eat Local
- Shop Local
- Be Inspired (cultural experiences)
- Your Bradford.

How can you get involved and what do we want to know?

- It is FREE to join the Sparkling Bradford campaign.
- We will be featuring businesses on the Sparkling Bradford website and also through a social media and PR campaign.
- Please complete the attached form, tell us about your business, how your business has adapted during Covid-19 and any new services you would like to promote.
- Has your business moved online? Have you designed a new take away menu or meal kits to be cooked at home?
- Are you offering click and collect or personal shopping? Do your customers need to book in advance? What can they expect when they visit?
- Can people still experience your attraction or event online? Can they join online classes or talks? Have you created blogs or videos to keep in touch with your followers?

Sparkling Bradford

Whatever you are doing we'd like to help you shout about it and let the whole Bradford district know there are still lots to sparkle about this winter!

Help us spread the word and show everyone just why Bradford & district sparkles.

Don't forget to use the hash tag #SparklingBradford on social media for your winter activities!

Join the campaign! Please complete the pro forma below with as much detail as possible and send back to lisa.brankin@bradford.gov.uk by **Friday 6th November 2020** ... if you need a bit longer it's never too late, we'll be updating our content throughout winter.

The campaign runs until February 2021 (Including February Half Term 2021)

Sparkling Bradford Winter- Event Pro forma

Name of event / activity/ Business /Workshop	
Date and times	
Event location or Business location	
Summary of winter related activity	
Website	
Phone number	
Email	
Social media	

Sparkling Bradford

Free/non free	
If non free please details prices	

Please send high resolution pictures in jpg format (Maximum of 2 pictures) via we transfer (preferably).

In order for your event/business to be included on the Sparkling Bradford website/social media winter campaign, please email the completed form and pictures back to lisa.branks@bradford.gov.uk