



Call for content for Sparkling Bradford Winter

We'd like to introduce you to our Winter Campaign 2021

Visit Bradford, The Broadway Bradford, Bradford Business Improvement District (BID), Ilkley Business Improvement District (BID) and Bradford Council are currently working on the new **Sparkling Bradford Winter campaign**. Following the success of the summer campaign, we'll be looking for ways to make the winter campaign more entertaining. Tell us about your wonderful winter workshops and events, everything from late-night shopping to foodie experiences and all in between.

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 and any new services you would like to promote.

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!

Shop, eat, drink and play, then share your experiences on social media with the hashtag **#SparklingBradford**

Join the campaign! Please complete the form below with as much detail as possible and send back to lisa.branks@bradford.gov.uk by **Friday 22nd October 2021** ... if you need a bit longer it's never too late, we'll be updating our content throughout winter.

Keep an eye on our website, www.sparklingbradford.info, for announcements and events in the run-up to the winter season.

The campaign runs from 13 November 2021 - 31 January 2022.

Sparkling Bradford

SPARKLING BRADFORD WINTER 2021

Name of Business	
Contact Name and Address	
Business Type	e.g. Retail / Food and drink / Attraction / Cultural Experience
Key Features / Activities to be promoted this winter	e.g. new ranges / opening hours / personal shop / click and collect / booking service / social media videos / events etc.
Business profile raising	Would you be interested in being involved in free video / social media activity
Website	
Phone number	
Email	
Social media	
Are you signed up for:	'We're Good to Go' Industry Standard: https://www.visitbritain.org/business-advice/were-good-go-industry-standard Yes/No

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