

GET INVOLVED

WITH THIS SUMMER'S EVENTS

The **Cathedral Quarter BID** are funding three major events **this Summer** which will result in increased footfall on those days.

We invite **all businesses** to get involved to make the most of these days and benefit from the extra visitors in our area.

Celebrate SADLER GATE

SATURDAY 29TH JUNE 2024

The Sadler Gate celebration returns for a third year and will feature outdoor entertainment funded by the BID.

Businesses in the area are once again invited to provide additional elements to showcase your business on the day. This year we would really love you to provide something which represents what your business does. Here are some ideas...

HEALTH & BEAUTY live demonstrations such as braiding, hair chalks, skincare, temporary tattoos.

HOSPITALITY food tasters, cocktail masterclasses, outdoor BBQ or food for sale.

FASHION indoor fashion show, free personal styling service, discounts.

CREATIVE Workshops, showcasing products, something for children to get involved with.

Confirmation Deadline: **31st May**



A JURASSIC DAY OUT

in Cathedral Quarter
Sat 20th July 2024

Also returning for a third year is the highly popular **A Jurassic Day Out in Cathedral Quarter**.

All businesses are invited to get involved on the day and make this year into the biggest and best yet! We have already added some extra elements this year with a **Dino Dig, Crafting, Poetry Workshop** and **facepainting**, but we would love to welcome anyone else who might want to add something dinosaur themed.

One of the elements we are looking for participants for is hosts for the **AR Dino World Trail**. We require 10 businesses in the area who are willing to host a dinosaur themed sticker in their window. The stickers contain a QR code for children to scan which then brings a dinosaur to life on their smartphone which they can interact and take selfies with.

If you would like to be considered for one of the stickers, please email us at enquiries@derbycathedralquarter.co.uk

Other ideas to get you thinking about how your business can take advantage of involvement on the day are as follows...

DINOSAUR THEMED FOOD AND DRINK name a dish after a dino, or a mocktail, or offer a Jurassic meal deal on the day.

DINOSAUR THEMED PRODUCTS let us know what you have and we will promote.

JURASSIC OFFERS offer a discount on the day.

Confirmation Deadline: **14th June**

STREET CIRCUS

10TH AUGUST 2024

For the first time we welcome the Cathedral Quarter Street Circus to the Market Place this Summer.

The circus is provided by the Yellow Bus Company who bring their huge American style school bus to the area, packed with circus acts and other entertainment.

Some of the acts will be moving around the streets, leading people past your storefronts so it presents a great opportunity for businesses to get involved and take advantage of the extra footfall in the area on the day.

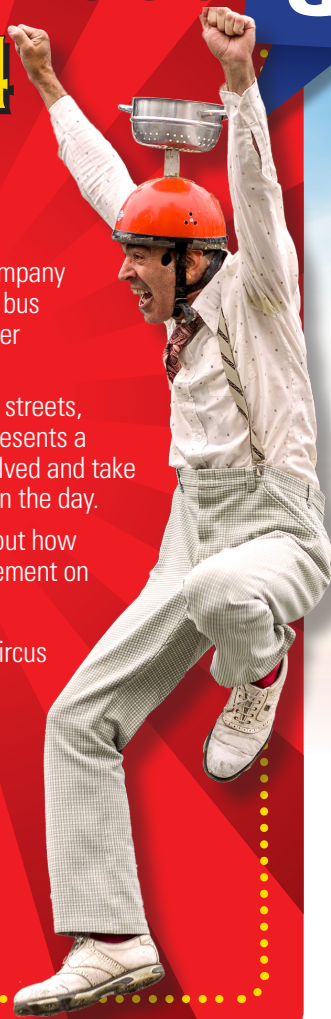
Here are some ideas to get you thinking about how your business can take advantage of involvement on the day...

DECORATE YOUR SHOPFRONT with a circus theme and make it eye catching for people.

BIG TOP OFFERS offer a discount or promotion on the day.

FANCY DRESS dress up and get involved in the spirit of the day.

Confirmation Deadline: **5th July**



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HELP TO PROMOTE

The BID will be producing some **posters** and **flyers** in the lead up to the events. You can host a poster in your business window to help promote the event and also hand out flyers to your customers.

We will also be running extensive social media campaigns for each event so please share to your followers to help us reach a huge number of people and invite them to join us for some summer fun.



CONFIRM YOUR INVOLVEMENT

To discuss your ideas and confirm your involvement in any of our events please by the suggested event deadline via email at enquiries@derbycathedralquarter.co.uk or call **01332 419053**.