



St Albans BID Living Advent Calendar 2018

St Albans BID is working collaboratively with businesses and partners, St Albans Council, Enjoy St Albans and other local stakeholders to help create a magical St Albans Christmas.

We're pleased to invite local businesses to apply for a chance to take part in St Alban's Living Advent Calendar competition, co-ordinated by St Albans BID. This is a fantastic free marketing opportunity for your business during the festive season.

PLEASE CLICK [HERE](#) TO APPLY

How Does It Work?

A total of 24 businesses will be chosen to compete for a marketing package worth over £1,000. A public vote will find the 'best Advent window of 2018' and receive a joined up marketing prize including print, radio and in-home publicity.

For a chance to win, businesses will create a magnificent festive window display at their shop/business premises, each to be revealed on a different day during December in the lead up to Christmas (just like a traditional advent calendar).

The display could be anything . . . a scene, a painting, a collage, a model, it could even involve a performance – the more imaginative and 'Christmassy', the better . . . it could involve staff, or someone from outside the business . . . the possibilities are endless.

How will it benefit your business?

- A trail map featuring the location of all 24 businesses will, be published in this year's St Albans Christmas Brochure (**20,000 copies** will be distributed across the city)
- It will also feature online at www.stalbansbid.com, www.enjoystalbans.com and accompanying social media platforms.
- Businesses will be provided with an official campaign sticker, which means you can feature the reveal date in your window - display from 17th November until the end of the competition.
- A member of our publicity team will attend every reveal to photograph and document the occasion. We will post on social media every day featuring the latest window reveal and information on the reveal for the following day.

Through this cumulative campaign, we will build a sense of anticipation and excitement around your reveal that will spread cheer (and customers) throughout the whole of the city centre.

How are businesses selected?

- Businesses in the BID area are eligible to enter the competition.
- You must have a prominent, reasonably sized, public facing window on either the ground floor or first floor premises.

- Businesses selected to take part will demonstrate the passion and resource required to create a magnificent window display that will capture the attention and imagination of passers-by.
- You will need to offer a strong case as to how your window display will contribute to the festive atmosphere of the city.
- *The deadline for applications is Friday 17th August 2018.*

How is a winner selected?

- Each 'reveal' during December will take place at 1pm in the afternoon.
- Businesses are encouraged to attract as many spectators (customers, friends and family) to attend the 'reveal' as possible and prepare to stage an impressive photocall.
- After Christmas Day, The Herts Advertiser will publish an exclusive article featuring all the calendar windows requesting readers to vote both online and by post for their favourite. The votes will then be counted and a winner will be announced in the following weeks. All displays are to remain in place until 5 January 2019.

Need some inspiration?

- An interiors shop could stage a highly detailed child's bedroom filled with toys and Christmas trinkets.
- How about a life sized 'Jack Skellington' serving drinks from a 'Nightmare before Christmas' themed bar?
- Careful use of black paper and tissue paper could mirror the Abbey's stained glass windows with LED lighting inside for evening appeal?
- Struggling to find your inner creativity? You could draft in a local Primary School or Youth Group to create a display on your behalf.

You are also invited to attend a Visual Merchandising Training session in September (50 free places available to BID businesses, for £10 per ticket, refundable upon attendance).

Daily Prize Draw

To celebrate each calendar window reveal, we'll be running a daily prize draw for the public via the Enjoy St Albans Facebook page which currently has over 8k followers. Businesses taking part are requested to donate an appropriate product/promotion which can be offered as a prize.

Prizes need to hold a perceived value in the region of £20 - £30. Suggestions could be in-store vouchers, a meal/afternoon tea for two, gift hampers, branded merchandise etc.

Any member of the public who 'likes and shares' a Facebook post is immediately entered into the prize draw. Winners will be selected the day after each reveal. We will send you the winner's contact details to send your prize to.

[PLEASE CLICK HERE TO APPLY](#)

If you have any questions, please do not hesitate to get in touch with Sally Merridan on sally.merridan@stalbandsbid.com or 01727 251310.

The St Albans BID Team