

GETABOUT ABERDEEN CYCLING FESTIVAL

3RD & 4TH SEPTEMBER 2022

TOUR OF BRITAIN GRAND DEPART

WINDOW DRESSING COMPETITION



Aberdeen City Council and Aberdeenshire Council are delighted to host the 2022 Tour of Britain Grand Depart for the first time this September. Businesses across the city are encouraged to show their support and help build the excitement by dressing their windows with a cycling design or theme – the more creative the better!

This is an opportunity to attract public interest in your business and receive free publicity, with some great prizes on offer for winning entries. Check out some of the amazing entries here: www.visitabdn.com/tour-of-britain

We ask that all window displays are completed by Monday 29th August in support of the event leading up to a fun-packed cycling weekend on the 3rd and 4th September. Windows must stay dressed until Monday 5th September when the winning display will be announced. Photographs of window displays should be emailed to cityevents@aberdeencity.gov.uk by close of business 2nd September. Please also share photos of your window displays with us on social media by using #ToBBDN.

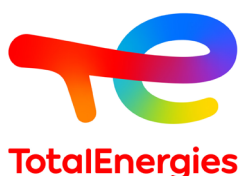
HOW TO ENTER

It's easy to enter – simply email the City Events Team at cityevents@aberdeencity.gov.uk by 29th August.

HOW WILL THE COMPETITION BE PROMOTED?

The window dressing competition will be launched and promoted to the media via the regional Tour of Britain social media platforms, alongside Aberdeen City Council social media, using the hashtag #ToBBDN.

STAGE SPONSOR



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PRIZES

FIRST PRIZE

A radio campaign with Northsound or Original to promote your business up to the value of £1,750. Working in conjunction with Aberdeen City Council's External Communications Team, we will support you in raising the profile of your business. The prize value can also be offset against bespoke promotion, sponsorship platform, website design or video production, tailored to suit your business needs.

SECOND PRIZE

Aberdeen City Council will help you to increase awareness of your business with a digital advertising campaign worth £1,250! Raise your company's profile around Aberdeen via this unique opportunity.

THIRD PRIZE

Enjoy a half page of advertisement in either the Press and Journal or Evening Express over the course of a week worth over £500! Reach a wide audience all over the North East and build your businesses awareness.

OTHER WAYS TO GET INVOLVED

Don't fancy taking part in the Window Dressing Competition but still want to show your support and get involved? Don't worry there are a number of other ways your business can still take part.

MASCOT POSTCARDS

Tour of Britain ABDN Postcards are available from the City Events team. If you would like to take part and have postcards in your business to help promote the event, please contact cityevents@aberdeencity.gov.uk

SPECIAL OFFERS

Businesses are also being encouraged to provide bespoke offers and promotions for the day to encourage spectators to support local businesses and stay longer in the city on the day – for example free water refills to cyclists and spectators and discounts on goods, food and drink. Aberdeen City Council will support offers and promotions across its digital platforms and our Tour of Britain webpages. Please send any details of offers or promotions to cityevents@aberdeencity.gov.uk