

# Light Up Cheltenham

brought to you by Cheltenham BID



Ways to benefit your business

## **Light Up Cheltenham is back...**

**Starting on the 1 February and finishing on 23 February, over 30 buildings and landmarks will be bathed in light with the stunning backdrop of the most complete Regency town in the UK.**

**Light Up Cheltenham offers a brilliant free event for families to enjoy and a chance to see Cheltenham in a new light.**

**February's 2020 Light Up Cheltenham will also see the return of a giant observation wheel in Imperial Gardens, giving visitors the chance to see the lights from another level.**

**Organised tours, run by blue badge guides, will take visitors through the town, offering insights into the hidden stories of Cheltenham and the buildings involved in the event. A self-guided tour will run alongside these events for those who want to explore the town on their own.**





## Last year...

- Spectacular street theatre drumming group Spark! launched the event around the town.
- Light Up Cheltenham 2019 saw more than 20 town centre buildings lit like never before.
- More than 10,000 people rode the 35-metres high Observation wheel in Imperial gardens
- Increased footfall year on year



# Let's Light Up the town

We have some great ideas for how you can get involved

## 💡 Light Up your window competition

- Create an instagrammable business window that glows and get potential
- customers to notice your displays in the dark.
- You could even include your products/menus and exclusives.
- Winner will receive a family ticket to ride on the Observation wheel



# Are you a Food and Drink business?

Cafes, coffee houses, restaurants, bars, pubs and clubs

## 💡 You could offer a Light Up themed exclusive

- Light Up lunch/dinner menu
- Light Up/Glow up themed drinks
- Glow in the dark themed evening event/rave
- Light Up offer/deal for either the whole three weeks or the day/weekend/week of your choice



## 💡 You could get involved by...

- Sharing our content via social media
- Booking a team guided tour

Please let [maria@cheltenhambid.co.uk](mailto:maria@cheltenhambid.co.uk) know what you are planning to do ready for the New Year.