

## Hello!

The BID has two marketing projects coming up we would like businesses to sign up for – naturally they are designed to get shoppers visiting more often, staying longer and buying more. They are:

1. Halloween Trail
2. Trader 'TopTrumps'

### 1. Halloween Trail

We are printing maps, trails, stickers and cut outs to go into a minimum of twelve shop windows. See indicative image adjacent to give you an idea of what it's all about. We will deliver all the necessary materials to you and promote it.

### 2. Trader 'TopTrumps'

We think this is a great idea and wish to launch it as soon as possible with 50 Bedminster businesses. We will design everything and print thousands of packs of these cards to businesses to distribute. We may have a competition at Christmas to find the best player(s) if they go down well. Early reactions have been very positive. Again the BID will take care of all the design, printing and distribution back to you to hand out to customers.

**If you wish to take part in either or both of the above please fill out the form overleaf (photograph and email or text it back to us) – there are limited spaces available so early responses will be given priority.**

Many thanks

**Bedminster BID**  
[business@bedminster.org.uk](mailto:business@bedminster.org.uk)  
 07801 790645



## Sign Up!

Please fill out one or both forms below; photograph it; and email or text to: [sophie@weareplaster.com](mailto:sophie@weareplaster.com) or 07809 419712 together with a photo of you.

### Your Details

<b>You name</b>			
<b>Your business name</b>			
<b>Your email</b>			
<b>Your telephone number</b>			
<b>I wish to be part of: (please tick)</b>	<b><u>Halloween Trail</u></b>	<b><u>Top Trader Trumps (fill in your details below)</u></b>	<b><u>Both</u></b>
<b>Signed (I understand and agree the BID reserves all editorial rights)</b>			

### Your Trader 'Top Trumps'

<b>BUSINESS NAME &amp; ADDRESS</b>	
<b>BIO: BIO:</b>	(Max 40 words. Be factual.)
<b>YEAR ESTABLISHED</b>	
<b>SPECIAL POWERS</b>	(Max 15 words) Be creative... or silly! Tell your customers something they won't know about you?!

