Ballymena Means... FASHION!

Dear Retailer,

Ballymena BID is running a campaign in April with the theme **Ballymena Means Fashion** to give retailers in the town the opportunity to showcase what is on offer.

How Can You Get Involved?

The Ballymena Means Fashion event is a continuation of the ongoing Ballymena BID marketing campaign. The Fairhill Shopping Centre is already running a dedicated afternoon of fashion which is taking place on Saturday 8th April 2017 and this is an excellent opportunity to broaden the experience to the rest of the town.

If you would like to get involved with Ballymena Means Fashion, some ideas that you could consider are:

- Having a discount offer on Saturday 8th April for visitors to your premises
- Host a drinks reception to entice shoppers to visit and encourage them to browse and enjoy the atmosphere in your shop
- Showcase new stock by using live mannequins to walk around your shop or the town centre
- Collaborate with a nearby eateries / coffee shops and host a 'fashionable afternoon tea' in your premises
- Have live music throughout the day to encourage visitors to your shop
- Run various competitions

How the BID can Help?

Once you have decided what you would like to do, please contact us and let us know and we will help promote all of the events planned for the day. This will be done through a mix of social media, Ballymena Means website, radio advertising and through the press.

In addition, we have fashion bloggers scheduled to visit the town before the Ballymena Means Fashion day to visit retailers and chat about all the great products and services that are on offer. Would you be prepared to have them visit your store and could you offer them some discount?

If you would like to get involved in this exciting campaign please contact Amy by emailing amy@naked-pr.com or telephoning 028 9091 8449 by close of play **10 March 2017**.

Yours sincerely,
Alison Moore
Ballymena BID Manager