

TOUR SERIES

ABERDEEN THURSDAY 17 MAY 2018



THE TOUR SERIES - WINDOW DRESSING COMPETITION

We are inviting businesses to take part in a window dressing competition to promote The OVO Energy Tour Series which is returning to Aberdeen on Thursday 17 May 2018. Aberdeen is delighted to welcome back this exciting sporting event for the second time, and is looking forward to transforming the city centre in to a cycling hub for the occasion.

To show your support, we are offering businesses a number of opportunities to get involved in the official festivities on the day. We will be running a window dressing competition, details of which are below. We also have a business toolkit which can be downloaded online at aberdeencity.gov.uk/tourseries. Window decals to include in your window display are available from cityevents@aberdeencity.gov.uk

HOW TO ENTER

You can enter your business in to the Tour Series window competition by emailing cityevents@aberdeencity.gov.uk no later than Tuesday 1 May 2018.

Windows must be decorated in a bike/cycling theme, the more creative the better!

Windows must be dressed and ready by Sunday 13 May 2018 to allow for media opportunities, promotion and judging week commencing Monday 14 May 2018.

Representatives of Sweetspot, Aberdeen City Council and partner organisations will form the judging panel, with the winner being announced on 16 May 2018.

Windows must remain dressed until Friday 19 May 2018.

HOW WILL THE COMPETITION BE PROMOTED?

The window dressing competition will be launched and promoted to the media via Aberdeen City Council's social media platforms using the hashtags #TourSeries #Aberdeen

Where possible we will also engage with local media to encourage inclusion in print and online

WHO CAN ENTER?

City centre businesses within the following areas:

- Back Wynd
- Schoolhill
- Rosemount Viaduct
- Union Street
- West End
- Union Terrace
- Belmont Street
- Little Belmont Street
- BID Area (Aberdeen Inspired)
- Cycle Shops

TRANSFORMING OUR CITY CENTRE

TOUR SERIES



FIRST PRIZE

Aberdeen City Council Tier 2 roundabout advertising for 3 months

SECOND PRIZE

Promotional Union Street banner

THIRD PRIZE

Signed Jersey from the 2018 winner

Winners will also receive promotional assistance across ACC platforms where appropriate.

FURTHER ACTIVITIES

In addition to the window dressing competition we will welcome any additional support you can provide, whether it is through special offers on the day of the race, themed menus or aerodynamic haircuts - we will leave it to you. Let us know what you are doing and we will help you promote it.



For more information, please contact
cityevents@aberdeencity.gov.uk



TRANSFORMING OUR CITY CENTRE