



EVENTS MARKETING AND PROMOTION

Visit Lincoln is the official marketing organisation for the city promoting Lincoln as a place to visit, live, work study and meet. There are a range of Visit Lincoln and partner marketing opportunities available for event organisers.

VisitLincoln.com is the official and most up to date website for the city having over 240,000 pageviews from 60,000 unique visitors per month. The 'What's On?' section of the website is one of the most popular and a common way visitors arrive on the website with more than **60,000 pageviews per month**.

Event listings on the Visit Lincoln website not only help to show the great offer Lincoln has as a destination but presents a fantastic opportunity for event organisers to profile and advertise their events.

Events listed on visitlincoln.com are:

-  Of significant scale and quality to **attract people to visit Lincoln**
-  Likely to **extend length of stay** and **increase spend per head**
-  Unique to Lincoln and **celebrate its key characteristics** such as heritage, food and culture
-  Including on **the Visit Lincoln events widget**, used across a number of 3rd party websites.

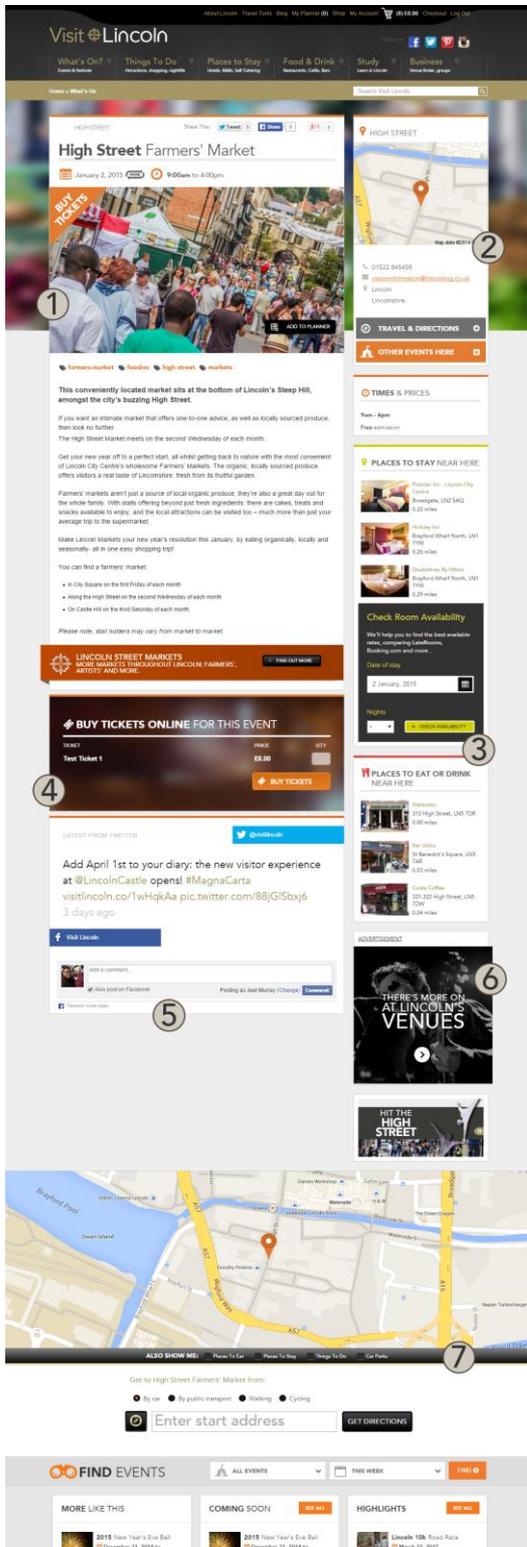
A number of options are available for advertising and promoting your event with Visit Lincoln.

OPTION	VL Partner*	Lincoln BIG Levy Payer	Non-VL Partner
Featured event listing on visitlincoln.com including social media coverage	3 free per year. £50 per additional event.	1 free per year. £50 per additional event.	£60 per event.
E-commerce ticket sales on visitlincoln.com	10% commission on ticket sales + reduced rate of £30 for event listing if applicable.		
Banner advert on What's On section of visitlincoln.com (60,000 pageviews per month)	£150 per month.		£170 per month.
Banner advert on Visit Lincoln e-newsletter (5,500+ mailing list)	£25 per month.		£35 per month.
Window display at Castle Hill Visitor Information Centre (100,000 visitors per year)	Half display: £60 (2 weeks) Full display: £100 (2 weeks)		Half display: £120 (2 weeks) Full display: £200 (2 weeks)
Ticket sales at Castle Hill Visitor Information Centre (100,000 visitors per year)	10% commission.		
Over-street banners (excluding design/print)	£275 for 2 weeks inc. installation & removal. £100 per additional week (max 4 weeks).		£350 for 2 weeks inc. installation & removal. £150 per additional week (max 4 weeks).
Events package: event listing, banner advert, e-news advert, VIC display, street banner	£800 for one month's coverage.		£1000 for one month's coverage.

All prices exclude VAT and are correct at time of printing.

* For information on how to join the Visit Lincoln Partnership see visitlincoln.com/join.

** On street banners can only be used to promote events taking place in Lincoln city centre. Subject to availability.



THE VISIT LINCOLN EVENTS LISTING

1. To make the most of your listing, your event must have a **photograph** on the listing webpage. This is seen in search results and in thumbnail across the website. Multiple images are available as a main slider or a gallery.
2. **Key information**, such as location, contact details, website, opening times and prices is included. The thumbnail map links to the interactive map at the bottom of the page.
3. **Dynamic information**, related to the location of the event, is also presented to show users where to stay and where to eat or drink nearby.
4. If you sell **tickets** through the Visit Lincoln website, they are displayed below the main event content with ticket types, price and quantity. The tickets are paid for by the customer through the Visit Lincoln online shop. A link to 'Buy Tickets' can be found on the main image at the top of the page.
5. Your event listing is **social optimised** to include your Twitter feed, a link to your Facebook page and the option for users to comment using their Facebook account.
6. You can boost your event promotion by **advertising** throughout the What's On section. Adverts appear on each individual events page including search and landing page.
7. The location of the event is fully integrated with **Google Maps** including the function to find directions and to show things to do, places to stay, food and drink and car parks nearby.

TICKETING OPTIONS

Why Sell Online?

-  The Visit Lincoln 'What's On' section receives more than 60,000 pageviews per month.
-  Event tickets can be sold using the ticketing function within an event listing on the website.
-  Ticket issued is a branded e-ticket – which can be printed or shown on a device by the customer
-  Cost effective way to boost ticket sales at only 10% commission
-  The service is not available for 'seated' events.

Why Sell at the Visitor Information Centre (VIC)

-  100,000 people use the VIC each year
-  Event tickets can be sold at the Lincoln Visitor Information Centre
-  The event organiser is responsible for supplying tickets & details
-  The VIC takes payment for tickets
-  10% commission payable on the total transaction value.

LINCOLN ANNUAL WALL PLANNER

Lincoln BIG produce an annual wall planner in association with the Visit Lincoln Partnership which is distributed to businesses in the city centre. The planner features key events that may impact on the wider city - such as road closures, parking, accommodation etc. Lincoln BIG retain editorial control of the planner.

Should you wish your event to be considered for inclusion, submit details by the beginning of December to events@lincolnbig.co.uk. Call into the Lincoln BIG office to collect a wall planner for yourself.

For more information or to discuss how we can help to promote your event, contact Joel Murray on 01522 842703, email joel@visitlincoln.com or visit visitlincoln.com/eventspromotion.

EVENTS WIDGET

The Visit Lincoln events widget is a free and easy-to-use piece of code that allows the events feed from the Visit Lincoln website to be shown on other websites.

All events on the Visit Lincoln website are included on this, reaching even more audience across the world.



lincolncathedral.com