

Gloucester Believes...



Glosty the Snowman

We have just had a postcard from **Glosty**, our city's most famous snowy mascot!

After a few years visiting his Great Uncle Frosty and cousins in snowier climes, he's decided it's time to head home to the city he loves, embrace the winter months, and to celebrate Christmas at home ... **Gloucester Believes.**



Gloucester Believes Returns

In 2023 we launched **Gloucester Believes**, our Christmas branding and campaign, with the view that we would grow this year on year, and it was extremely well received. You can view the evaluation [HERE!](#)

For 2024 our Christmas Campaign will see **Glosty** arriving back in his hometown.

He will slowly be introduced on our Social Media Channels and on the Digital Screens throughout the city, with a teaser campaign leading up to the **Lantern Parade** and the **Christmas Light Switch-On** on 16 Nov.



Glosty's Christmas Trail

This will see up to 20 locations where **Glosty** will be hidden in businesses and venues around the city in the form of posters.

Participants will collect a **Trail Sheet** with all the locations marked, and they will need to visit a set number of locations to collect a sticker for their sheet.

Once completed, they will be able to show their completed sheet and receive a **Glosty branded prize**, and then have the option of entering a **Grand Prize Draw** to win a **Gloucester Gift Card**.

Glosty will also be part of the **Christmas Lantern Parade!**



Aim:

Encourage repeat visits to the City for both residents and tourists, or visits to multiple locations throughout the City for single day visitors.

How:

Participants will be visiting multiple venues/businesses throughout the City and collect a sticker from each place they visit to complete their 'sticker collection.'

Once completed they can collect their prize. Suggest minimum twelve stickers needed for completing their passport from the twenty partners involved.



Impact:

Provides Digital and Social Campaign content with teaser campaign starting mid-October, with full launch to coincide with the Lantern Parade and Christmas Light Switch On.

Encourages repeat visitors.

Encourages visitors to explore and spend throughout the City.

Participating businesses can create offers and promotions that link to the trail, capitalising on participants visiting them.

Branded prize will also be visual adverts to grow Glosty's brand and the wider Gloucester Believes Campaign, of which there will be dedicated pages on the Visit Gloucester website, promoting all Christmas Events, Offers and Activities.

There will be one thousand prizes available



GLOUCESTER BELIEVES CAMPAIGN - 2023

3588

VG Christmas Newsletter Sent

3498

VG Christmas Newsletter
opened

728

Link Clicks from VG
Christmas Newsletter

5506

VG Gloucester Believes
landing page visits

7177

Visits to Winter Markets
Event Page, most viewed
VG Event Listing

297k

Total Organic Reach VG Social
Channels

Stats: Wix / Google Analytics

Glosty's Platinum Sponsor - £2,750 (1 available)

Benefits:

- Option to be a sticker destination
- Option to be point of collection for Trail Map and/or Prize
- Logo and branding on the trail completion prize
- Acknowledgement on press releases and social media announcement
- Logo in Prime Location on Glosty's Christmas Trail pages on the Visit Gloucester website
- Sponsored by acknowledgement' on all Social Media Advertising for the trail
- Promotion of any related offers on Visit Gloucester's social media channels



Glosty Business Sponsor - £40 (20 available)

Benefits:

- Logo or image on one thousand stickers, to be collected by participants towards completing the trail.
- Acknowledgement on press releases and social media announcements
- Logo on Glosty's Christmas Trail supporters' page on the Visit Gloucester website
- Promotion of any related offers on Visit Gloucester's social media channels



For more information or to secure your place as a sponsor, please contact:

Emma.Carpenter@gloucester.gov.uk

Deadline for sponsorship confirmation is 4 October 2024

Visit

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