



JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT

Marketing & Sponsorship

OPPORTUNITIES

Working on behalf of the Jewellery Quarter business community, there are a number of ways that we can help to increase your brand exposure and become an additional arm to your current marketing activity.

This document presents a number of opportunities (paid and free) that are available to you as JQBID Levy Payers.



If you would like to schedule a meeting or for more information, please contact:



Steve Lovell
Communications &
Marketing Manager at:
steve.lovell@jqdt.org

Digital

JQBID WEBSITE

The JQBID website was recently updated in September 2019. It provides a simple and intuitive platform for visitors to see what there is to do in the Quarter and browse the latest news or business directory. Free for BID Levy Payers, we will add your business to our directory, providing a link to your website. This will include your company logo, contact details and business blurb.

If your business is running an event, email info@jqdt.org with a link to your event page, along with an image and blurb, and we'll add this to our What's On section. Your event is also supported through social media.

Our news section is heavily browsed by website visitors. If you are distributing any press releases, add info@jqdt.org to your distribution list. If the press release will interest our online audience, then we will publish this on our site. Please include the press release in the body of the email along with one or two images.

MARKETING CAMPAIGNS

The JQBID run several seasonal campaigns throughout each calendar year including the JQ Festival, Christmas Lights Switch On and the Christmas Period.

We also run a digital marketing campaign titled 'Made in the JQ' - a celebration of all the businesses and people that are part of the JQ community. Being digitally focused, it allows us to target certain audiences with certain messages with the objective of increasing footfall to the area. To get involved in the campaign, simply include #MadeintheJQ in your social posts. If you would like more information and to understand how your business can become further involved, please contact Steve Lovell.

SOCIAL MEDIA

The JQBID Twitter, Instagram and Facebook channels have very good followings. If you are active on social media, please tag or mention us in your social posts to enable us to favourite, retweet or comment to increase your online exposure.

We will often mention you on social media if you have provided us with any press releases, events or news. If this is the case, we encourage you to retweet or share. The hashtags we also encourage you to use include: #JQBID #MadeintheJQ

JQBID NEWSLETTER

The JQBID produce two monthly newsletters. These are to a B2B audience and a B2C audience.

The B2B newsletter is delivered to JQBID Levy Payers approximately 700 in total. Each quarter, two monthly bulletins and a quarterly roundup is issued. If your business has any news or events that would benefit the JQ business community, email the team and we'll do our best to include you.

The B2C newsletter is delivered to people that have in interest in the Jewellery Quarter area and have signed up to receive updates on news and events directly from the JQBID website. If your business has any news or events that would interest this audience, email the team and we'll do our best to include you.

JQ LIFE MAGAZINE

The JQ Life is the JQBID's quarterly magazine. With 10,000 copies printed, the magazine is distributed across the Jewellery Quarter and throughout the West Midlands region in various hotels, train stations and other attractions. The magazine is also made available online on the e-magazine platform, Issuu, which is promoted through social media and both JQBID B2B and B2C newsletters.

We have advertising space in each magazine as well as a number of editorial features. If you would like to feature in the magazine (either as an advertorial or editorial) please contact jqlife@digitalglue.eu

& Print

Events

JQ FESTIVAL – 2020

The JQBID's flagship event attracts an average of 16,000 visits each year to the Quarter. A weekend of free family entertainment, music, street food and heritage; the Festival brings all types of people – young and old – together, from across the West Midlands region and further afield.

The event is promoted through an extensive marketing campaign, beginning months before the Festival Weekend. A mixture of digital, print and everything in between, it provides you with a fantastic opportunity to get your brand out to the public.

Ways you can get involved:

- **Participation.** Hold an event over the weekend and you will be included in the JQ Festival programme.
- **Voucher Booklet.** Provide an offer or voucher for the month of the event and be included in the JQ Voucher Booklet.
- **Sponsorship.** Please contact Steve Lovell for sponsorship enquiries.

For more information on the JQ Festival, visit jewelleryquarter.net/jq-festival or contact our Communications and Events Executive, Karin de Figueiredo at: karin.de.figueiredo@jqdt.org



CHRISTMAS LIGHTS SWITCH ON – 2020

Each year, the JQBID holds a Christmas Lights Switch On event, which is held in the centre of the Jewellery Quarter on the Golden Square. Sponsorship for the 2019 event is closed, but if you would like to register your interest in becoming a sponsor for our 2020 event, please get in touch.

- **Gold sponsorship - £1,500** – Entitles you to your logo on all printed promotional material, a stand at the event, shout-outs from the compere, social media support.
- **Silver sponsorships - £500** – Entitles you to your logo on all printed promotional material and social media support.



Community

ADOPT A STATION

In May 2019, the JQBID adopted the Jewellery Quarter Station. This gives the JQBID powers to enhance the look of the station through various projects. There are opportunities for local businesses to sponsor these projects.

To keep up to date with all sponsorship opportunities that arise, register your interest in the scheme by contacting Steve Lovell.

The JQBID are also looking for volunteers to join the 'Friends of the JQ Station' group. Many organisations have CSR objectives. If your company can spend just 30 minutes a week to help us keep the station looking clean and tidy please email the team: volunteering@jqdt.org



WEST MIDLANDS GROWTH COMPANY (WMGC)

The JQBID are working increasingly closer with the West Midlands Growth Company to increase the exposure that the Jewellery Quarter has nationally and internationally. If you would like more information on how your business can get involved and increase its exposure, please contact steve.lovell@jqdt.org

STAY IN TOUCH

 @JQBID  /JewelleryQtr  @jq_bid



FILMING

From Steven Spielberg's Ready Player One, to Quest TV's Salvage Hunters; the JQ is certainly not shy of the limelight. There are many opportunities for local businesses to be involved in documentaries and short films. If you would like your business behind the camera, please contact us to register your interest. We'll then get in touch with you when the next opportunity arises.

& Networking

B2B NETWORKING

The JQBID like to encourage networking events across the Quarter. If you are planning a networking event and need support for such event, please get in touch. We also hold our own networking events throughout the year and would welcome sponsorship. If you are interested in sponsoring our networking events or need support with your own event, please contact the team.

Keep up to date on all BID Levy Payer opportunities by reading our monthly and quarterly B2B newsletters. For more information about being a BID Levy Payer, visit our website: jewelleryquarter.net/about/bid-levy-payers