

BID4OBAN Newsletter



BID4Oban Ltd

June 2013

Issue: 5

News from the BID Office!

Welcome to Oban Packs

As one of the conditions of the recently approved BID events grants, we require organisers to allow BID4OBAN to circulate "Welcome to Oban" packs at their events. These will most likely contain maps, what's on leaflets and also provide an opportunity for levy payers to market their businesses directly to visitors to the town.

If you would like us to include an advertising leaflet in our welcome packs for the Lorne Highland Games (23rd June), Craggy Island Triathlon (31st August), Oban Sportive (29th September) please contact Jasmine at admin@bid4oban.co.uk or on 01631 569915. What you include is entirely up to you, you may just want visitors to know about the services or products you offer or you may have a particular offer that you want to promote. You may even decide to host a special event, or offer a particular deal exclusively targeting the participants or spectators.

This is a free service provided by BID, all you need to do is provide the leaflets and we will do the rest. There will be other events that we provide this service for throughout the summer and we will keep you posted on the details in future newsletters.

Town Ambassadors

In the May edition of the BID4Oban Newsletter, we announced the employment of four Town Ambassadors. If you would like to learn more about our Ambassadors and their role, please go to www.bid4oban.co.uk.



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Business Advisory Support

Business Advisory Support Ltd are still working to try to off-set the cost of the BID levy for BID4Oban members. We would like to encourage as many BID4Oban members to take advantage of this free service as possible. The review comprises cost saving analysis on telecoms, energy and merchant services costs which is carried out by the Business Advisory Support local representative Mike Wilson. Contact details can be seen on the homepage of the BID4Oban website: www.bid4oban.co.uk.

Promotions

Claim a cash incentive & make a difference to youth employment in our area

We have been asked by the Job Centre Plus to make you aware of a scheme whereby if you are thinking of taking on a young person for 16 hours or more per week, in a job lasting over 26 weeks, then you could claim a government funded cash incentive. For more information please click [HERE](#) or call the Job Centre Plus direct.

Argyllshire Gathering, Oban Games

The August 2013 Oban Highland Games are approaching and the organisers are looking to local businesses for sponsorship. This one of the biggest event in the Oban calendar and this year will also feature a schools Highland Games on the day after the Oban Games; an exciting collaborative project between the Argyllshire Gathering and Oban High School. This is an opportunity to support this event and also to promote your own business to visitors. It might also be an opportunity to promote a special offer for games day or the following days. There are a number of different ways to advertise at the games, should you choose to sponsor an event, your name will be printed above the event chosen in the programmes. You can also purchase advertising space within the programme with advert sizes ranging from a ¼ page ad to a full page advert. As a way of thanking you for your support by advertising or sponsoring, you will be provided with complimentary tickets to the games (quantity dependant on size of advert). All proceeds are used to promote the games and the events. Please get in touch if you would like more details; mail@ainsleysmith.co.uk.

The Scottish Field Magazine

The Scottish Field Magazine are **spotlighting Oban and Lorn** within their August issue. They intend to feature Oban on the Front Cover of the magazine, spread over an additional ten pages within. Capercaillie's Donald Shaw and Karen Matheson will be giving an interview about what their life has been like growing up in Oban.

The aim of this feature is to promote Oban as a tourism destination. It will also encourage publicity for local businesses as advertising space is available:

Advertising rates for inclusion:

1/8 Page - £355 + VAT

¼ Page - £645 + VAT

½ Page - £1,225 + VAT

In addition, they are also running a product shot page within the feature titled 'Destination Oban'. This gives local business an opportunity to promote themselves by way of an image and approximately 30 words describing their business. Inclusion on this page is offered at just £150 + VAT.

The August issue will go on sale on 3rd July.

The booking deadline is 7th June

The copy deadline is 14th June.

For more information please contact the BID Office.

The Oban Town Diary

Have you got an **EVENT** or an **OFFER** to advertise? Log on to the **Oban Town Diary Website** and you get:

- **FREE** listings of your event and/or offer on the OTD website.
- **FREE** listings on Facebook and **FREE** promotional help when you 'like' us: www.facebook.co.uk/ObanTownDiary.
- **FREE** listings of your event in the 'What's On Oban' Guide!
- **FREE** Listings on the Town Information Boards!

You get all of this **FREE OF CHARGE** when you post your event on www.obantowndiary.co.uk

Contact Us

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