

Workington Town Council

Workington Town Council Community Centre, Princess Street,
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Event Marketing Procurement 2022

Background

Workington Town Council is looking for a business or individual with marketing experience to assist with the marketing for a number of large events the council will be hosting in 2022.

These events will include:

Queen's Platinum Jubilee event – Thursday 2nd June – Sunday 5th June
Festival of Running - Sunday 14th August
Harrington Marina Day – Saturday 27th August
Halloween – Saturday 29th October
Christmas Festival – Saturday 26th November

Requirements of the business/individual would include:

- Creating graphics/visuals to be shared on social media/websites
- Copy writing for marketing materials, such as leaflets, posters and banners
- Audience targeting per event
- Posting event information to the council's social media pages and websites
- Gaining press and media coverage
- Creating general content for sharing across a variety of marketing channels (i.e event video clips)

The council currently uses Facebook, Twitter and Instagram. A YouTube channel is also available if required.

The council mainly uses two websites – workingtontowncouncil.gov.uk and visitworkington.co.uk. These websites are hosted using Wix.

Information required for submission from suppliers:

- Estimated costs (an hourly rate is acceptable for submission)
- Examples of previous work/campaigns
- Previous client testimonials
- Copy of PLI
- Equal opportunities policy

Once information is collated it will be reviewed by the Town Clerk and the Culture and Events Team Leader.

Deadline for submission - Wednesday 9th February 2022

Please note that information supplied will not be passed onto external third parties and will remain confidential.

For further information or if you have any questions, please contact Emma Chapman.
emma.chapman@workingtontowncouncil.gov.uk