



TOUR OF  
BRITAIN 

# #ToBABDN

SUNDAY 12 SEPTEMBER 2021

## WINDOW DRESSING COMPETITION

Aberdeen City Council and Aberdeenshire Council are delighted to welcome the Tour of Britain professional cycle race to the region for the first time this September. To show your support for the Tour of Britain and to help to create a cycling buzz in the region, businesses are encouraged to dress their windows with a cycling design or theme – the more creative the better!

This is an opportunity to attract public interest in your business and receive free publicity. For some inspiration, why not check out some of the amazing entries to the Tour Series competition by visiting; [www.visitabdn.com/cp/tour-of-britain](http://www.visitabdn.com/cp/tour-of-britain)

We ask that window displays are completed by Monday 6 September in support of the event leading up to race day on the 12 September. Windows must stay dressed until Monday 13 September when the winner will be announced. Photographs of the display should be emailed to [cityevents@aberdeencity.gov.uk](mailto:cityevents@aberdeencity.gov.uk) by close of business Monday 6 September. Please also share photos of your window displays with us on social media using #ToBABDN.

“Celebrating Tour of Britain ABDN” window stickers are available from the City Events team. If you would like to take part and want a window sticker to help promote the event, please contact [cityevents@aberdeencity.gov.uk](mailto:cityevents@aberdeencity.gov.uk)

### HOW TO ENTER

You can enter your business into the Tour of Britain window competition by emailing [cityevents@aberdeencity.gov.uk](mailto:cityevents@aberdeencity.gov.uk) no later than Friday 3 September 2021.

### HOW WILL THE COMPETITION BE PROMOTED?

The window dressing competition will be launched and promoted to the media via the regional Tour of Britain social media platforms, alongside Aberdeen City Council social media, using the hashtag #ToBABDN.



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## PRIZES

Three prizes are up for grabs! These prizes have been selected to help winners promote their businesses in the region.

### FIRST PRIZE

A radio campaign with Northsound or Original to promote your business up to the value of £2,000. Working in conjunction with Aberdeen City Council Communication team, we will support you in raising the profile of your business. The prize value can also be offset against bespoke promotion, sponsorship platform, website design or video production, tailored to suit your business needs.

### SECOND PRIZE

Digital campaign with DC Thomson to promote your business up to the value of £1,000. We will support you in raising the profile of your business.

### THIRD PRIZE

Aberdeen City Council roundabout advertising. Raise your company's profile and promote your business 24/7, via this unique opportunity to engage with people while they are on the move.

## THE TOUR OF BRITAIN NEEDS YOUR SUPPORT

Don't fancy taking part in the Window Dressing Competition, but want to get involved? There are a number of other ways your business can get involved.

### BUSINESS TOOLKIT

Downloadable business tools are available from our website  
[www.visitabdn.com/cp/tour-of-britain](http://www.visitabdn.com/cp/tour-of-britain)

Here you will find useful tools such as a social media icon, downloadable poster, email signature strip and a website banner. These can all be used to show your support for the Tour of Britain event.

### SPECIAL OFFERS

Businesses can also show their support with special offers available on race day itself – such as free water refills to cyclists and spectators or discounts on food and drink. Send us the details and we will help you promote them on our social media platforms and our Tour of Britain webpages. Please send any details of promotions or incentives to [cityevents@aberdeencity.gov.uk](mailto:cityevents@aberdeencity.gov.uk)

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**Aberdeenshire**  
COUNCIL



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