

The background is a solid dark blue. It is decorated with several large, abstract geometric shapes: a red shape in the top left, a pink circle in the top right, a light blue shape on the left, a yellow shape on the right, a yellow star-like shape in the bottom left, and a light green shape in the bottom right.

NORWICH COCKTAIL WEEK

Digital Toolkit

How to make the most out of your involvement

Send us all your details

Provide us with the details we require early, so we can get talking about your offers and events for longer.

Share that you're participating on social

Invite us to collaborate on your Instagram posts.

Tag @norwichcocktailweek, and use the #NorwichCocktailWeek hashtag.

Marketing toolkit

Use the marketing toolkit attached to this email. Please send any additional requests to chloe.samways@norwichbid.co.uk

Add details to your website, and link to www.norwichcocktailweek.co.uk





Key Dates

App Live & PR: W/C Monday, 1 September

Paid media campaign: Begins Monday, 8 September


Marketing material kits to venues: W/C Monday, 15 September

Launch event: Thursday, 25 September

Celebration starts: Friday, 26 September

Celebration ends: Sunday, 5 October

Sign-ups open for 2026: Monday, 6 October





How Cocktail Week trails work

Please make sure you share all this information with your staff.

» You will need to keep your Norwich Cocktail Week QR code in a place where members of the public can easily access / scan it.


» The QR code is scanned by the guest, and the code will allow them to collect a stamp to say they have checked in.

» Once they have checked in, they will flash the app at the bartender to receive the discounted drinks on offer.

Rules

We're encouraging every guest (of a big party) who would like to qualify for Norwich Cocktail Week Signature Cocktails to download the app. From the app, guests can vote for their favourite cocktail, provide feedback, and win merchandise.

It goes without saying that the usual licensing agreement of your venue is in place for Norwich Cocktail Week. Anyone under age or heavily intoxicated should not be served.



Hosting an event

Hosting an event is a brilliant way to put your venue in the spotlight and connect with a city full of cocktail lovers!

There's absolutely no pressure, this is an optional and fun way to be part of the festival. But if you do want to join in, anything you create will become an official and exciting part of Norwich Cocktail Week.

While you'll be the master of your event, we're here to help! We'd love to chat through your ideas and get you ready. When you're all set to submit your event, you can email us.

Events submitted before the "App is live" announcement (1 September 2025) always perform better than events submitted after this. Do not underestimate how important your event listing is.

The better the description of the event - including cost, date and time - the more people will want to attend. Having a good event picture is crucial and can make a huge difference to the success of your event.





Marketing

Businesses are encouraged to display Norwich Cocktail Week marketing materials in the lead up and throughout the campaign.

We will provide:

QR Code (must be displayed at all times)

Place this behind the bar somewhere easily accessible. To receive the discount or check-in to the venue as part of a Cocktail Week trail, guests **MUST** scan the code. Please notify all staff of this.

Printed Window Stickers

Place this in your window or on your door

Cocktail Coasters

Place these on the bar and tables

We want you to make Norwich Cocktail Week work for your brand, so feel free to create your own branded menus, posters - or even napkins!

Please use the logos provided in your toolkit

Marketing

Images and video are key to creating a successful Norwich Cocktail Week. You can share any photography/videography with us to be included in campaign promotions. Please follow the below guidelines when submitting content

- Supply both portrait and landscape images
- Use natural lighting when possible
- Send via Wetransfer, Dropbox or Google drive
- When videoing, change your frame rate to stop LED light flicker

(In the video/camera app you will notice the resolution (720P, HD, 4K) and frame rate (24, 30, 60, 120, 240) labels appear in the top-right corner, separated by a dot. Tap either label to flip between your video quality settings.)

In addition to you supplying content, in the build up to the event we will be organising content days to gather photo/videos for our own media library. We will be in touch with your venue to confirm the dates/times that are suitable for you.

Send your content to chloe.samways@norwichbid.co.uk



Meet the Norwich Cocktail Week team

The Norwich Cocktail Week team are here to support you throughout the event, if you have any questions please do reach out.



Daisy Hovey

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● Marketing & PR opportunities



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● Event information



Harrison Mcleod

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● Invoicing and event information



Tom Bates

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● Marketing & PR opportunities



Chloe Samways

Digital Marketing Executive
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● Social media and digital marketing



Helen Vinsen

Partner and Sponsorship Manager
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● Additional advertising and sponsorship

[view the full BID team here](#)



About Norwich Business Improvement District

Norwich Business Improvement District (BID) is a not-for-profit organisation set up to represent the needs of local businesses and deliver meaningful improvements to our city for visitors, residents and workers.

Since 2012, Norwich BID has worked on behalf of over 700 businesses in the greater Norwich area. We are funded, managed and led by these businesses, and – during the course of the last decade – have delivered work which we know has had a meaningful impact on people who live and work here. We are forward thinking and collaborative, built of an exceptional team of people who are passionate about this city.

Our work sits across tourism, city marketing, enhancing and animating the cityscape, and ensuring businesses have what they need to trade as profitably, safely and sustainably as possible.



Contact us

If you have any further questions contact us on
info@norwichbid.co.uk

