

how you can help



businesses, organisations, individuals

Middlesbrough's bid for City Status will be submitted in May 2011. Individuals, businesses and organisations can all help support the campaign. Read on to find out how.

**While reading, think of 5 people who you think could help.
Send them this document or the link to download it.**

Add your personal support on the campaign website

- go to www.lovemiddlesbrough.com and click the "I support City Bid 2012" banner (top right)
- add a click of support to the counter and get the latest information about City Bid 2012 and view others' messages of support
- Send your message of support, please include your business name and or website link (if relevant). To send comments/suggestions use the "contact us" form

Follow the campaign

- watch out for regular updates in local press and radio
- check for updates on www.lovemiddlesbrough.com and sign up for our e-news. Sign up when sending your message of support or at www.lovemiddlesbrough.info
- join us on facebook - www.facebook.com/lovemiddlesbrough
- follow us on twitter @lovembro - twitter.com/lovembro

Raise awareness with your friends, staff, business contacts, members, etc.

- we can provide a presentation or fact sheet explaining what the campaign is about that you can present or distribute or add to newsletters, etc. These will be available shortly to download from www.lovemiddlesbrough.com
- If you discuss City Bid 2012 at your organisation's meetings, etc we would love to hear the feedback you receive. Please use our "contact us" form

Publicise the campaign

- download City Bid 2012 graphics from www.lovemiddlesbrough.com for use in your publicity materials, websites or emails. Desktops, social media avatars and twibbons will also be available soon

Sponsor the campaign

- businesses are invited to be a silver (£250), gold (£500) or even platinum (£1,000) sponsor, but any amount from a business or individual is welcomed. E-mail us using the "contact us" form if you can help or at lovemiddlesbrough@middlesbrough.gov.uk
- in-kind help received to date has included PR and design work
- other in-kind support could include printing costs or media coverage, or another way you are able to help
- we'll put your logo on the website and a description of your company with a link, to acknowledge your support

how you can help

businesses, organisations, individuals



Show your support to the rest of Middlesbrough - some ideas:

- put vinyl stickers on your vehicles (particularly businesses with large fleets - we can order them for you at cost)
- put a banner on your building (we can order them for you in various sizes at cost from £70 onwards)
- fly a flag from your building/flagpole if applicable (we can order them for you at cost)
- put up City Bid 2012 posters in your workplace (download from our website)
- purchase Love Middlesbrough merchandise available soon from www.lovemiddlesbrough.com

Support campaign activities

What you could do depends on what kind of business or organisation you are, or what skills you have, but we're looking for things that involve people, or make a good story for the media to inspire the public to back the campaign. Suggestions include:

For businesses:

- Engineering businesses going into schools to get young people building models of the Transporter Bridge - part of the Transporter Bridge Centenary Celebrations, but also part of linking our distinctive industrial heritage and identity to our present day world class industries
- Create walking groups/photography projects/film projects for employees exploring new developments in Middlesbrough promoting our strengths as a city at heart
- Promote City Bid 2012 in your own news releases and activities or have Love Middlesbrough promotions (e.g. balloons for children etc.)

For individuals:

- bake a City Bid 2012 cake or make City Bid 2012 cup cakes
- knit a City Bid 2012 jumper for the Queen
- take part in one of our photography groups or in a writing competition
- produce a short promotional film that can be uploaded to our website
- send us your Royal memories that we can use online
- design a City Bid 2012 t-shirt



These children have sent letters of support to the Queen.

Tell us how you think you could support the campaign - we'd love to hear your ideas.

Please use the "contact us" form.

