

Norwich BID Projector Opportunity

Opportunity

Following on from 2016's successful Christmas light campaign, which saw the Castle projections gain national recognition and coverage, the Norwich BID have built on this success by investing in a high-quality laser projector for the city. A five-year investment in the projector has provided Norwich with a permanent resource that can deliver value to a wide range of projects and activities throughout the coming years.



The Norwich BID projector now offers a unique way to reach out to consumers and tourists, catching people's attention through innovative animations and projection shows. That is why, over the next 5 years, the projector will be made available for use by local events and organisations in Norwich.

Promoting Norwich



The unique nature of this project provides fantastic PR opportunities for Norwich, helping to raise the profile of city centre events and potentially garner national and international recognition.

The media interest and coverage of the Poppies tribute for Armistice Day 2016 highlights the interest and awareness that can be achieved through clever, creative and highly-visual projections.

This is an exciting new opportunity to reach audiences and catch them by surprise with a creative offering.

This document outlines the creative potential of the projector and the opportunities available to organisations in Norwich to make use of this resource throughout the next five years.

Moving Forward...

Throughout 2018, the Norwich BID are looking to develop a packed calendar of events that can be highlighted through the projector.

We're encouraging organisations to make use of this resource, helping us to celebrate events across the city-centre and encourage people to spend more time engaging with what the city has to offer.



Norwich BID: Projector Costing Breakdown

Description	Cost
Base-rate fee - Covers set-up and configuration project and artwork	£150
Daily Rate	£100

Optional Support	Cost
Artwork design Support - In-house support for simple static projections and basic animation. (limited to 60 sec animation)	£45 p/hour

We're very keen to hear more about your ideas and answer your questions.

Please get in touch:

Tel: 01603 559570

Email: projects@norwichbid.co.uk