



# BUSINESS TOOLKIT

[woldsoutdoorfestival.com](http://woldsoutdoorfestival.com)



# What is the Lincolnshire Wolds Outdoor Festival?

The Lincolnshire Wolds Outdoor Festival is an annual festival dedicated to raising awareness of what the Lincolnshire Wolds National Landscape has to offer.



It encourages residents and visitors to get outdoors, explore the stunning scenery around the Wolds and is a fantastic opportunity to learn interesting skills, make new friends and find some inner peace.

The festival is an **annual event** which takes place during **May** lasting for approximately 2 weeks. Each year a programme is put together, with more than 100 events, showcasing the diverse offer available provided by local businesses and activity providers in the area.

We want businesses in the Lincolnshire Wolds and Market Towns to be involved in making this a **memorable** and popular event in the county's calendar and this pack gives ideas on how local businesses can get involved.

## Getting involved as local businesses / visitor attraction

We want businesses and visitor attractions to benefit as much as possible during the Lincolnshire Wolds Outdoor Festival.



During the festival, it is likely that visitors will explore our beautiful landscape and historic market towns as they do so.

Why not put on a special Lincolnshire Wolds Outdoor Festival offer which we can promote across our social media pages to drive footfall to your business?

If you're a hospitality business, could you consider offering food and drink that could be purchased to take away? There are many walks as part of the programme, so a tasty treat may be very welcoming halfway round!

Other ways to show your support could include dressing your shop to make it even more eye-catching using Outdoor Festival theme to dress your shop to catch visitors' attention!

We also have **posters in A4 and A3 available** for you to add to your shopwindow in the lead up to the event to help show your support.

[DOWNLOAD HERE](#)


Hardcopies of the festival programme can also be requested by emailing [Outdoorfest@e-lindsey.gov.uk](mailto:Outdoorfest@e-lindsey.gov.uk)



# Support us online

We have an active **Facebook** and **Instagram** account and would love to connect with you! Search for **/WoldsOutdoorFestival** on Facebook and **@wolds\_outdoor\_festival** on Instagram and give us a follow and we'll follow you back.

Don't forget to tag us into your business posts and stories and we will share these on our account where suitable. We also recommend using **#OutdoorFest** in your posts or tagging the location as Lincolnshire Wolds. We will feature as many posts tagged in this way as possible!

 **/WoldsOutdoorFestival**  
 **@wolds\_outdoor\_festival**  
**#OutdoorFest**



We have also created a selection of social media posts as well as a number of social media frames and images for you to use.

Take a look at the **Generic Posts, Images and Frames** folder within the toolkit.

The **website** lists all the events that are taking place throughout the festival. Go to **www.woldsootdoorfestival.com** to see what's on!

Where possible, you could add a link from your website telling visitors about the festival; or if you have a news / blog section, we can provide some copy for you to upload.



## Selection of example images

Instagram and Facebook: 1080x1080 pixels | Facebook 1200x630 pixels

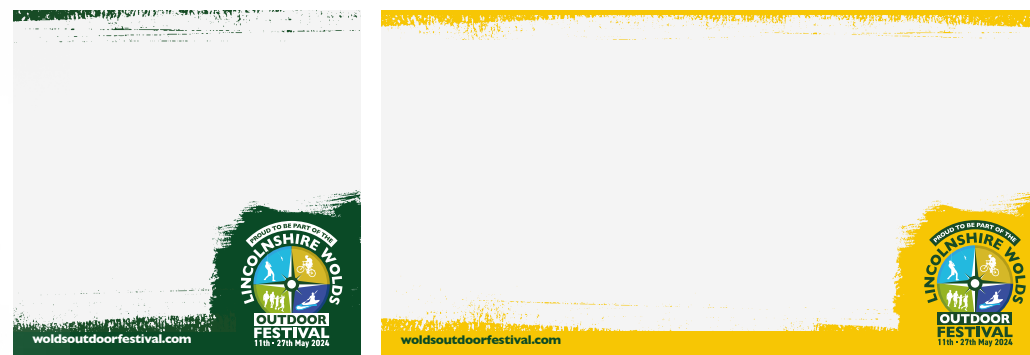
[DOWNLOAD HERE](#)



## Selection of example frames

Instagram and Facebook: 1080x1080 pixels | Facebook 1200x630 pixels

[DOWNLOAD HERE](#)



## Selection of example social media posts

Instagram and Facebook: 1080x1080 pixels

DOWNLOAD HERE



wolds\_outdoor\_festival

4,456 likes

wolds\_outdoor\_festival From dancing in the woods and gliding to crafting skills and water sports – find a great day out in the Lincolnshire Wolds this Spring.  
<https://woldsoutdoorfestival.com/>



wolds\_outdoor\_festival

4,456 likes

wolds\_outdoor\_festival Find a packed programme of activities and events taking place in the Lincolnshire Wolds during the Lincolnshire Wolds Outdoor Festival! 11 to 27 May <https://woldsoutdoorfestival.com/>



wolds\_outdoor\_festival

4,456 likes

wolds\_outdoor\_festival Get back to nature and explore the Lincolnshire Wolds this Spring. With over 100 activities to choose from, fall in love with this Natural Landscape and Area of Outstanding Natural Beauty.  
<https://woldsoutdoorfestival.com/>

# Logo & Brand Guidelines



Download our logo to use on your website and digital media

[DOWNLOAD HERE](#)

. We recommend reading our Brand Guidelines before using it [DOWNLOAD HERE](#). Don't forget to link the logo back to the [woldsoutdoorfestival.com](http://woldsoutdoorfestival.com) website so your audience can see the many great activities and events the festival has to offer.

We welcome the use of the Lincolnshire Wolds Outdoor Festival branding, logos, icons and imagery to help attract visitors to your business during the festival. Feel free to use it on your own promotional materials, websites and in social media, along with links to [woldsoutdoorfestival.com](http://woldsoutdoorfestival.com).

The branding is not intended to be used for commercial purposes, such as on goods for sale.



## Get in touch!

These are just a few ideas as businesses that you can get involved with the event.

We want the festival to bring you increased footfall and become an event everyone can enjoy.

If you plan on creating offers/themed items over the duration of the festival, get in touch and we can share this across our social media channels in the build up to the Lincolnshire Wolds Outdoor Festival!

**Email:** [outdoorfest@e-lindsey.gov.uk](mailto:outdoorfest@e-lindsey.gov.uk)

**www.woldsoutdoorfestival.com**



This toolkit has been produced by West Lindsey District Council using funding from the UK Shared Prosperity Fund. Developed in partnership with East Lindsey District Council and the Lincolnshire Wold Outdoor Festival Steering Group.

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