

Bury Light Night

2011

Friday 14 October
5pm - Late

Light Night is renowned as a national event originating from Europe where towns and cities invite people of all ages to celebrate their town and its culture for one night by seeing it 'in a different light'.

Examples of some of the UK events are available on <http://www.lightnight.co.uk/>.

Keep your eyes peeled as you will soon see Bury added to this list of hosts!

Friday 14 October 2011 will see Bury town centre 'stay up late' so explorers of all ages can enjoy a whole host of special events and activities across a great mix of venues and attractions.

We will be celebrating all that's good about Bury - its people, art, culture, the built environment, restaurants, bars, retail outlets and more, with a vast array of venues staying open late into the night to give visitors of all ages the opportunity to enjoy a vibrant mix of events, performances, lighting installations, walking tours, workshops, late night shopping and other special and unusual activities.

A dramatic Grand finale is also planned as a celebratory end to the evening.

Light Night is a fantastic platform for gaining wide public interest and participation so in order to maximise audience attendance a key element of the night, will be that all events (where possible) will be FREE to the public.

Marketing

We will provide a strong marketing campaign for Light Night both online and in print with 1000's of Light Night brochures produced - pushing it far and wide, as well as advertising through social networking sites, local, regional and national media, our website and other channels. We are also working to get a strong media presence on the night.

As well as promoting the event ourselves we will also encourage every participating venue/organisation to heavily promote the event through their own websites, databases and networking sites.

Want to be part of Light Night 2011?

We already have commitment from some great venues and organisations and now it's your turn to get involved - keep reading to find out how!

We Need You!

Calling all Creatives!

Arts organisations, groups, performers, event organisers and creatives are all invited to showcase their talents as part of the Light Night experience with the opportunity to perform in one of our key town centre venues/spaces (indoor and outdoor) and be promoted in our light night programme of events.

Your listing could be for an exhibition, a film screening, lighting projection, walking tour, workshop, musical, dance or theatre performance the possibilities are endless... the aim is to be as creative and imaginative as possible to make it a night that Bury won't forget. Get involved and think **BIG!**

Town Centre Venues

For town centre venues Light Night offers the opportunity to get yourselves 'on the Light Night Map'. It will provide a ready audience to promote your venue by giving people the chance to experience the unusual in a familiar environment.

If you've been thinking about trialing a new programme/activity Light Night provides a great opportunity to do this and importantly assist in your audience development. Remember, Light Night is about doing something different so venues will only be considered for inclusion in Light Night marketing material if they are doing something 'special or unusual' on the night or if they are happy to act as a host for artists looking for a venue to perform in - do something different on a Friday night and get involved!

Remember to use the date

October half-term week takes place a couple of weeks after Light Night so this family friendly event provides the perfect opportunity to get yourselves noticed and promote any activities you are planning during half-term week and beyond.

What Does it Cost?

There is no cost to sign up to be part of Light Night and it offers you a great opportunity to showcase your event /talent to a new and ready audience.

Our clear marketing strategy leading up to this special event will also maximise the impact for all those involved and promote Bury town centre in a new and 'positive light'.

Submit your Event!

To put your event or activity forward to form part of the Light Night programme please fill in the online form at: <http://tinyurl.com/BuryLightNight2011>.

Deadline for submissions: Midnight Friday 29 July 2011 - Thank you!

