



CITY OF ARCADES DAY

18th November 2023



WHAT IS THE CITY OF ARCADES?



City of Arcades is a brand used to promote Cardiff city centre as a unique retail and leisure destination by raising awareness of the seven Victorian and Edwardian arcades and the city's unique independent business community.

Since it was established by FOR Cardiff in 2018, City of Arcades has delivered campaigns and events that have reached millions and won several national and international awards. Visit www.thecityofarcades.com to find out more.

WHO IS FOR CARDIFF?

FOR Cardiff is the Business Improvement District (BID) for Cardiff city centre – a not-for-profit private organisation that works on behalf of its 800+ business members to enhance Cardiff city centre.

Businesses in Cardiff city centre with a rateable value of over £25,000 are automatically FOR Cardiff members. Visit www.forcardiff.com to find out more.

THE STORY SO FAR



MARCH 2018
The brand is born



JUNE 2018
Cardiff's 'Top 10
Businesses' are
announced



SEP 2018
We take City of
Arcades to Bristol
& Bath



NOV 2019
The first City of
Arcades Day attracts
over 206,000



AUG 2021
Art & Soul of
Cardiff Exhibition



OCT 2022
City of Arcades
Week & the Night
of the Animal Wall



JUL 2023
City of Arcades
guided walking
tours

WHAT IS CITY OF ARCADES DAY?



A special day to celebrate Cardiff's identity as the City of Arcades and attract people to Cardiff city centre.

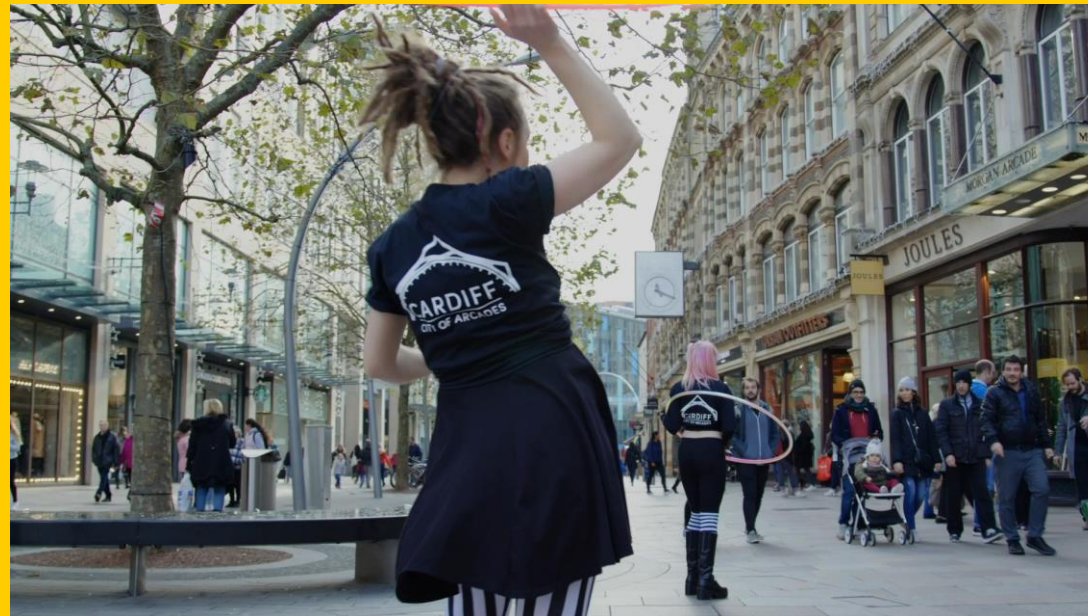
Businesses are invited to take part by submitting a special offer, event and/or prize for City of Arcades Day.

The event is promoted to millions through an extensive marketing campaign targeting Cardiff, Newport, Bristol, and Swansea.

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**CITY OF
ARCADES
DAY 2019**

[CLICK HERE
TO WATCH](#)



WHY GET INVOLVED?



46% of businesses saw an increase in sales



45 million marketing impressions



11% increase in footfall compared to 2019



21 press and media features

04



36% of businesses reported an increase in customers



86% of businesses said they would like to take part again



All events sold out

IMPACT OF CITY OF ARCADES DAY IN 2022

CITY OF ARCADES DAY 2023

THE CITY OF ARCADES GAME

This year's City of Arcades Day will take place on **Saturday 18th November 2023** and will be based on a specially designed City of Arcades board game.

We plan to have:

- A human sized playable board game in Cardiff city centre
- Game cards that the public can draw to win a prize or offer at a participating business
- A chance to win the very limited edition City of Arcades board game.
- Floor stickers outside shops inspired by the game
- A playbook to find all floor stickers
- A programme of events and entertainment
- Game inspired marketing and advertising



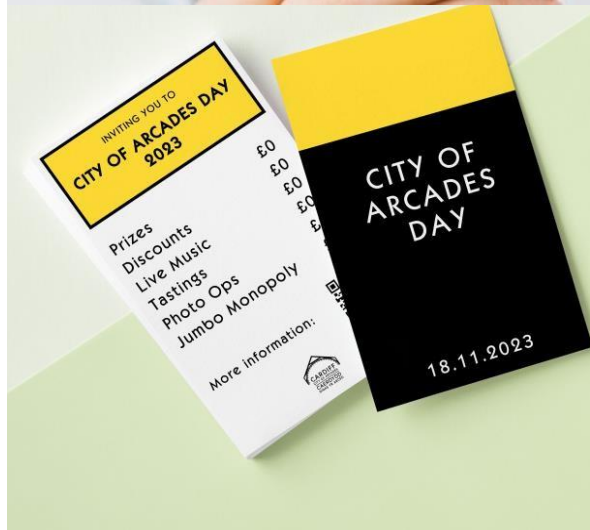
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**Actual design may differ.*

CITY OF ARCADES DAY 2023



THE CITY OF ARCADES GAME



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**Actual designs may differ.*

HOW TO GET INVOLVED



We are looking for businesses to submit as many events, offers and prizes as possible.

They will be publicized on www.thecityofarcades.com , promoted as part of the marketing campaign and may be included as part of the playable game.

To find out how to submit an event, offer or prize, please read further information on slide 11.

EVENT FUNDING

Many businesses will be running their own events on the day, but for those who have bigger aspirations or plans that require budget, we have made £10,000 of funding available.

To **apply for a grant of up to £400** please read further information on slide 12.

www.thecityofarcades.com/city-of-arcades-day

EXAMPLES OF OFFERS & EXPERIENCES

- In-store games such as spin the wheel, lucky dip and roll the dice to win product samples/tasters
- City of Arcades game inspired drinks, food and products
- Breakfast deal
- Lunch deal
- Dinner deal
- Free gift wrapping with any purchase
- Free item with £X purchase
- Free goody bags for first X customers
- Free consultation or personal shopping
- New product/menu launch
- Free jewellery cleaning
- 2-4-1 on drinks
- Buy one get one free / half-price
- 10-50% discounts
- Free babychinos and puppachinos
- Free makeup with a £X purchase
- Free hand and arm massages



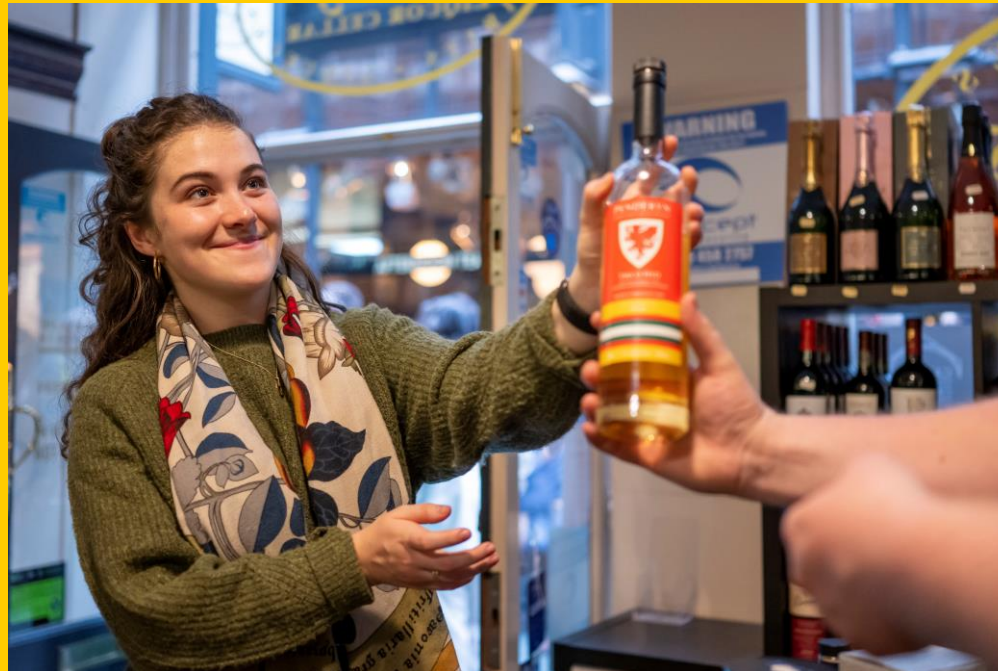
EXAMPLES OF EVENTS

- Game nights or game inspired events
- Quiz night
- Drag night
- Comedy night
- Live poetry / spoken word
- Open mic night
- Collaborating with another business
- Live music / DJ
- Masterclass: cocktail making, cooking, arts & crafts, wine tasting, clothing repair, make-up, barista class
- Book signing or reading
- Meet and greet / record signing
- Spirit tasting, cheese tasting
- Face painting / glitter face painting /glitter tattoos
- Flash tattoo day
- Supper club / tasting menu
- Fashion show



EXAMPLES OF PRIZES

- Product, product bundle or hamper
- A limited edition or rare product
- Free trial, consultation or taster
- Tickets to one of your events
- Tickets to an event in Cardiff
- Overnight stay
- Gift vouchers or gift card
- Free meal or drink
- Free masterclass



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We encourage any creative ideas you may have for an offer, event or prize. If you'd like to discuss any of your ideas, please email info@forcardiff.com

HOW TO SUBMIT AN OFFER, EVENT OR PRIZE

[Please click here to complete an online form](#) and submit your offer, event or prize. After you submit your form, FOR Cardiff will be in touch to confirm your submission.

To return a physical form, please send a scanned version to info@forcardiff.com or contact FOR Cardiff to arrange collection.



**Please submit
your offer,
event or prize
by 13th
October 2023**

HOW TO APPLY FOR EVENT FUNDING



Businesses can bid for a grant of up to £400 if they meet the following criteria:

1. You are a business based in Cardiff city centre within the area indicated on [this map](#).
2. If you are a FOR Cardiff member, you will have paid your levy for the current year.
3. The proposed event will take place on Saturday 18th November 2023 for City of Arcades Day.
4. The event will take place in-store, in the arcades or in Cardiff city centre.
5. The event will be open to the public.
6. You will take responsibility for delivering the event including gaining appropriate permissions/licenses if required (FOR Cardiff will not be providing this service).

Please note that payments will be issued in two parts. [Click here to read the full terms and conditions](#) before applying.

[Click here to complete the online application form](#). Physical forms can be submitted by email to info@forcards.com or by contacting FOR Cardiff to arrange collection.

The deadline for applications is midnight on Monday 9th October 2023.

If you have any questions about the grant or application process, please email emma@forcards.com

PROMOTING YOUR OFFER, EVENT OR PRIZE



FOR Cardiff will be promoting City of Arcades Day through an extensive marketing campaign that includes PR, digital advertising, outdoor advertising, influencer marketing, social media and more.

Each discount and event will be publicized on www.thecityofarcades.com and prizes and selected discounts will be included as part of the City of Arcades game promotion.

We will be in touch in late October with advice on how to promote your offer/event/prize. We will provide you with a physical poster, social media assets and a link to the webpage.

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18.11.23

Visit. Explore. Play.





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GET IN TOUCH

If you would like to speak to us about City of Arcades Day, event funding or any ideas you have please email info@forcardiff.com or call 02920 314770.

FOR Cardiff's opening hours are Monday – Friday 9am-5pm.

Brought to you by

