

JUNEBOOM is Almost Here - Thank You for Being Part of It!

This campaign was created to spotlight the brilliant events and experiences you're delivering - thank you for the energy, time, and passion you've put into shaping what's happening across the city.

One important note:

To make June Boom a **true success**, we need **everyone involved** to actively **support the digital campaign**. The more everyone amplifies each other's work, the greater the impact — so we ask that all participating organisers commit to sharing June Boom content across their channels and engage in cross-promotion.

As a partner, you have access to the **logo**, **brand guidelines** and **ready-to-go content** to make this easy and effective.

bit.ly/JuneBoomAssets

CHECKLIST

BE SEEN!

If you haven't already, LIST YOUR EVENT on the [Visit Exeter website](#). Under categories, select "June Boom" or confirm with your contact that you have uploaded your event. 🗨️ Submit your event:

<https://www.visitexeter.com/whats-on/submit-event>

BE SEEN EVEN MORE!

USE THE HASHTAG **#JUNEBOOM** on all your social media posts. Our June Boom webpage features a live gallery that pulls posts using this tag - a great way to boost your visibility more on the June Boom webpage.

HELP OTHERS BE SEEN!

Share/ like other producers posts and **share the JUNE BOOM assets**. By featuring our logo or posting about the campaign itself, you'll help people understand there's even more happening across the city. We've made this easy with a toolkit full of graphics and suggested copy. PLUS print materials are also available.



WHAT YOU WILL GET IN RETURN

Online exposure: 🌐 June Boom page on Visit Exeter | 📱 Social media & email promotion

Press & PR: 🗞️ Campaign press release & media coverage **Citywide promotion:** 📺 Digital

screens, car parks, railway stations (in partnership with GWR) | 🚏 Bus stop screens

(Alphington Rd & Cowley Bridge Rd) | 🏠 Two large banners on Exeter High Street

Advertising campaign: 🔍 Google Ads, Meta, Exeter Living, Exeter Citizen | 🚌 Bus rear

advertising across Exeter, Torbay, Plymouth, & Taunton | 📻 Advert on Radio Exe **Extra**

Assets: 📄 Leaflets, postcards, posters | 💻 **Digital:** animated video, branded social

graphics.