



Shop York 2025

Guidance for Participating Businesses

Thank you for your interest in Shop York, a month-long celebration of York's vibrant high streets and retail businesses. Your involvement is crucial to the success of this event.

What is Shop York 2025?

Shop York is a collaborative project between York BID and Indie York. The project is designed to boost footfall and sales for York retailers, using a sticker card system to incentivise residents to explore our city's diverse retail offerings throughout February.

How Does It Work?

- Customers collect a sticker card or 'Passport' from Visit York or a participating business
- Customers who spend £5 or more will receive one sticker on their card
- If customers collect five stickers from five different retailers, they will be eligible to enter a prize draw, with a top prize of a £500 York Gift Card!
- All participating businesses will have a business profile on the Shop York website, and we plan to run an extensive marketing campaign to promote everyone taking part
- Retailers must be a member of York BID or Indie York to take part. Not a member? Don't worry! Contact us to find out about your membership options

How to Participate:

1. Sign up by completing [THIS SURVEY](#) by **Monday 2nd December**.
2. All participating businesses will receive a supply of Shop York Passports and stickers to distribute to customers, as well as a window sticker, leaflets and social media assets
3. When a customer spends £5 or more, add a sticker to their passport. Customers can only receive 1 sticker per transaction and must collect five stickers from five different retailers to enter the prize draw.
4. This is a brand-new event for 2025 and we need your support to make it a success. Help us to shout about the event on social media, in-store, and any other marketing channels to promote the event and your participation.

Dates for your Diary

*Please note, some dates are subject to change. Participants will be notified as soon as possible of any changes.

Submission deadline for participating businesses: Monday 2nd December



Website launch: Monday 20th January 2025

Event Dates: 1st-28th February 2025

Submission deadline for completed Shop York Passports: Monday 10th March 2025

Tips for Success:

Although not a requirement, we strongly encourage all participating businesses to run a promotional offer during the event to encourage customer participation. This could be a £5 offer, a percentage off, a free gift, or something else!

Help us to spread the word by using social media to share updates and engage with your customers.

Collaborate with your neighbours – York is packed with a variety of different retail businesses. Work with your fellow retailers to run a joint promotion or trail to attract footfall to your street/area.

Track Your Success – Help us to monitor the impact of the event by keeping track of how many passports and stickers you give out and completing the post-event survey. This will help us to generate support for the event and bring it back in future.

Questions?

If you have any questions or require further assistance, please contact Rachel.Bean@theyorkbid.com or call 01904 809970.

We look forward to working with you to make this event a huge success for York's retailers!