

EXPERIENCE *Enniskillen*

Be a part of it.



CANCER CONNECT NI

# Winter Wonderland

**In partnership with Enniskillen BID: Cancer Connect NI, Winter Wonderland & Christmas Market will deliver a truly magical experience for families in Enniskillen.**

Children and their families will be invited to board the new Enniskillen Polar Express Train. They will journey through Enniskillen town centre taking in the beautiful Christmas decorations and lights.

Santa's Grotto and Toy workshop in The Buttermarket

Check out Cancer Connect Winter Wonderland Facebook page for ticket details

Starts on Wednesday 28th November.

Remember Enniskillen Christmas Lights Switch On, Saturday 24th November 2018

## Christmas Market

To coincide with the Winter Wonderland there will be a Christmas Market in the Buttermarket from 28th November to 9th December, until 9pm nightly.

This will increase footfall into Enniskillen and enhance the festive atmosphere, into the evening.

**All businesses in the BID area, who have paid their BID levy, can take a stall in the Enniskillen Christmas Market for free.**



[Click here to download the Expression of Interest.](#)



## What Enniskillen BID is doing to promote Enniskillen during Christmas 2018

Winter Wonderland

Christmas Market

Facebook Promotion and Advertising

Print Advertising

Billboard Advertising

Christmas Doors Advertising Campaign

New 2018 Christmas Video

Shop Window Decoration.

Sales of Enniskillen Gift Card

*Remember the Enniskillen Gift Card can ONLY be used in Enniskillen!*



### Connect, Create & Celebrate.

Enniskillen BID successfully applied for Big Lottery NI Funding.

**Connect Create & celebrate** will dress and decorate windows in town to compliment the **Cancer Connect NI Winter Wonderland** and it will enhance the festive atmosphere in Enniskillen.

Workshops are taking place in the Craft Shop in the Buttermarket with members of Action Mental Health, Killadeas Day Centre and Carewell Nursing Homes to create these wonderful decorations.

**We are excited to see the end result at the end of November! Business and Community working together.**

### Late Night Opening

Is your business opening late this Christmas? During the Winter Wonderland?

If so, let us know and you will be part of our specialised marketing campaign to let shoppers know about **"Enniskillen Evenings"**

### How Your Business Can Benefit:

Free Advertising on Christmas Doors Facebook Page

Free 15-30 second video promoting your business (Limited offer with one edit on each video)

Promote that you are a Registered Enniskillen Gift Card business

Free Stall at the Christmas Market

**Use the Enniskillen Christmas Fairy Video on your social media channels**

Win an Enniskillen Gift Card, which you can use to run a Social Media Competition.

All businesses that sign up to advertise via the Christmas Doors campaign by 19 October 2018 will be entered into a draw.



### Enniskillen Gift Card

The Enniskillen Gift Card is an ideal present.

[www.enniskillengiftcard.co.uk](http://www.enniskillengiftcard.co.uk)

Purchase from: Dolan's Centra, Rooneys Off Licence or Belmore Court & Motel.

A perfect way to say Thank You and Happy Christmas for your staff while encouraging loyalty in Enniskillen!

