

# BID MEMBERSHIP OF MARKETING CHELTENHAM

MARKETING CHELTENHAM IS WORKING TO BRING TOGETHER LIKE-MINDED LOCAL BUSINESSES, INVESTORS, AND PARTNERS TO MAKE THE MOST OF OUR TOWN AND PROMOTE IT FULLY TO RESIDENTS AND VISITORS ALIKE.

As you are part of Cheltenham Business Improvement District (BID), you are entitled to a free listing on the Visit Cheltenham website. There are additional opportunities available through full membership

of Marketing Cheltenham which you can take advantage of to boost your business even further.

So what does your membership include?

## A BASIC LISTING ON VISIT CHELTENHAM



### You will receive:


- A listing on [visitcheltenham.com](http://visitcheltenham.com): address, telephone number, email address, opening times (days), pricing, location map & directions, facilities, awards & gradings
- Four images, business description and website link

## UPGRADE YOUR BASIC LISTING:


PROMOTIONS	SOCIAL MEDIA & PR
<ul style="list-style-type: none"><li>• Preferential inclusion in our consumer newsletter and social media channels</li><li>• Your business being featured in the highlighted sections on the Visit Cheltenham website</li><li>• Preferential inclusion on our blog</li><li>• Preferential inclusion in our competitions</li><li>• Promote food, drink and accommodation special offers through the Visit Cheltenham website*</li></ul> <p><i>*Members are responsible for sending special offers</i></p>	<ul style="list-style-type: none"><li>• Post and repost opportunities through Visit Cheltenham channels</li><li>• Instagram collaborations</li><li>• Opportunity to host media and influencers</li><li>• Preferential consideration for our core content themes – food &amp; drink, history &amp; heritage, shopping and weekend inspiration (where relevant)</li></ul>
STAYING CONNECTED	MARKET INTELLIGENCE & RESOURCES
<ul style="list-style-type: none"><li>• A monthly newsletter update from Marketing Cheltenham</li><li>• Quarterly members meet ups which enable you to find out what we've been up to, whilst networking with peers</li></ul>	<ul style="list-style-type: none"><li>• Access to market intelligence including local funding opportunities, consultations, and industry statistics</li><li>• Access to our online Cheltenham image library</li><li>• Advice and guidance from the Marketing Cheltenham team, all of whom has their own knowledge and expertise and are happy to help</li></ul>

# VISITCHELTENHAM.COM


MARKETING CHELTENHAM ATTRACT OVER TWO MILLION PAGE VIEWS TO THE VISITCHELTENHAM.COM WEBSITE ANNUALLY – AND FAR MORE AGAIN THROUGH THEIR SUCCESSFUL SOCIAL MEDIA CHANNELS.




STATISTICS AS AT  
APRIL 2025




2.3mil page views in 2024



27.4k Instagram followers



31k fortnightly newsletter subscribers



23k Facebook followers

To take advantage of these benefits, simply select your membership level and contact Tara Sanchez: [membership@marketingcheltenham.co.uk](mailto:membership@marketingcheltenham.co.uk) or **07468 716057** to discuss further.

## UPGRADE FEES

	BID Affiliate Bronze to Silver	BID Affiliate Bronze to Gold
1 June 2025 - 31 May 2026	£240	£552

\*Please note, all fees are exclusive of VAT

More detailed information on what’s included in Marketing Cheltenham membership can be found here: [www.marketingcheltenham.co.uk/membership](http://www.marketingcheltenham.co.uk/membership)

## TESTIMONIALS



“We at The Ivy Cheltenham have a great relationship with Visit Cheltenham and can’t recommend them enough. They are very supportive with anything we do from group initiatives to local events in line with the Cheltenham BID.” **Keith Squire – The Ivy Cheltenham**



“At The Find, we have formed a great working relationship with both Marketing Cheltenham and the BID. As well as providing a great forum to meet and work with other like-minded businesses, they genuinely care about the success of all the individual businesses they support, it always feels collaborative and value for money.” **David Orme - The Find**