



## 2022 Campaign

### Fly the Flag for Somerset – Living our Heritage

**Campaign:** Fly the Flag for Somerset

**2022 Theme:** Living our Heritage

With an abundance of organisations within our County celebrating fantastic heritage, as well as new opportunities, Somerset Day 2022 will celebrate living our heritage - past, present and future.

Our campaign will officially launch in January 2022.



### Aims

To fly the flag to encourage and grow awareness of Somerset Day, among those living, working, and visiting the County.

To fly the flag through our Somerset Day Trail challenge to celebrate our many great businesses, organisations and communities, reflecting our present and future, just as much as our past.

To fly the flag to encourage Somerset organisations celebrating milestone birthdays in 2022 to celebrate their Somerset heritage.

### Get Involved: Buy the Flag - Fly the Flag

Make sure your organisation is ready to celebrate Somerset Day and show your commitment to Somerset on May 11th by buying a flag.

- **Buy the flag for Somerset** – Flags, bunting, car and window stickers and lapel badges are available to buy at: [www.somersetday.com](http://www.somersetday.com). (Online shop live January 2022)

### Get Involved: The Somerset Day Trail Challenge

Join us in living our heritage by taking part in our 2022 Trail Challenge; an interactive map with details of physical destinations to help locals and visitors to explore the County in celebration of Somerset Day. The trail will be open from 2nd April 2022.

With great online reach and engagement, the trail will also offer involved organisations the chance to spread awareness and reach new audiences.

We will be encouraging those that take part in our trail to fly the flag in order to WIN some fantastic Somerset prizes.

Take part by:

- **Nominating a destination to add to the trail** – add your organisation or place of interest to our map for free at: [www.somersetday.com](http://www.somersetday.com) \*

We'll be separating nominations into the following categories:

1. Food & Drink
2. Food Festivals
3. Organic & Sustainable
4. Landmarks
5. Iconic buildings
6. Coast and country
7. Attractions
8. Events

\*Nominations open 1<sup>st</sup> February 2022 and close 18th March 2022. T&Cs apply.

- **Help us spread the word about our Somerset Day Trail** – we'll be promoting our trail across our platforms – make sure to let your customers and contacts know you're flying the flag for Somerset by taking part.
- **Make sure your organisation is ready** – from 1<sup>st</sup> April 2022, our trail will be open to explore. If you are on our map make sure you fly the flag for Somerset and be ready for visitors! Remember you can buy all you need on our online shop!
- **Take part in our trail** – fancy exploring more of Somerset? Map out some destinations to visit before our campaign ends on 11th May 2022!

## Be in with the Chance of Winning a Somerset County Council Funded Grant!

By nominating your organisation to be part of our 2022 trail you can also enter our competition to WIN 1 of 3 £1000 grants. Full details can be found at [www.somersetday.com](http://www.somersetday.com)

## Sponsor Somerset Day 2022

We are offering the opportunity for organisations to sponsor our 2022 trail as well as help support the Somerset Day Community Interest Company.

With a great track record for engagement, we have the ability to help spread awareness of your organisation, especially when it comes to reaching an audience invested in Somerset - it's worth considering! Check out our opportunities: [info@somersetday.com](mailto:info@somersetday.com)

## Keep Up to Date

Updates and further information on how to get involved will be uploaded to our website and social media platforms regularly.

Go to [www.somersetday.com](http://www.somersetday.com) for further information on the campaign and to buy merchandise.

If you have any questions or would like to talk to us about your ideas for celebrating Somerset Day please email [info@somersetday.com](mailto:info@somersetday.com).

Follow us on social media:



*Somerset Day Patron Michael Eavis MBE  
proudly flying the flag for Somerset Day 2021*