

SOMERSET DAY 2022

**WIN one of three £1,000 Economic Development Fund grants
from Somerset County Council**



SUPPORTED BY



CELEBRATE SOMERSET DAY 2022

and WIN funding to grow your business.

We've teamed up with Somerset County Council to offer THREE worthy Somerset-based businesses the chance to win a £1000 grant to support growth.

Three categories each looking for a winning business are -

- Food & Drink
- Other Retail
- Service

Who Can Enter?

We're offering this opportunity to a wide range of businesses in Somerset, size doesn't matter!

To qualify your business must:

- Have a company/business address in Somerset
- Take part in celebrations linked to Somerset Day 2022.
- Meet our full entry conditions below.

2022 Campaign

Fly the Flag for Somerset – 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.

With a great track record for engagement, we have the ability to help spread awareness of your business, especially when it comes to reaching an audience invested in Somerset.

HOW TO ENTER YOUR BUSINESS – FOUR EASY STEPS

Make sure you're ready to celebrate Somerset Day 2022, by flying the flag and engaging with our trail challenge.

We want Somerset businesses to get involved and to show your involvement by decorating your premises with Somerset flags/bunting. We want to encourage innovative/fun ideas and part of the judging will be based on the most unusual/innovative displays.

Post a video or photo of your shop/business decorated with Somerset flags/bunting on Twitter, Facebook or Instagram and use #mysomersetbiz and #flytheflagforsomerset

We want to raise awareness and get engagement on social media so posting a video/image is critical – and has the added benefit of giving your business a platform to reach a wider audience

Encouraging collaboration and community benefit

Suggest an idea/plan of how a grant will help you work with another Somerset business to develop an initiative which benefits your local community.

Finally, Submit your application telling us how you would spend £1,000 and where in particular you would invest this to help grow your business.

This is where you can make your 'pitch' for a grant and where you need to put a compelling case on what you will use any grant for.

*Nominations open 1st March 2022 and close 22nd April 2022. Results will be announced on Somerset Day, 11th May 30th 2022. T&Cs apply (see below).

Keep Up to Date

Go to 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

Follow us on social media



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

2021 campaign reach



SOMERSET DAY BUSINESS COMPETITION

TERM & CONDITIONS

1. This is a promotion run by the Somerset Day Community Interest Company and supported by Somerset County Council.
2. Nominations open 1st March 2022 and close at 6pm 22nd April 2022. Results will be announced on 11th May 2022.
3. Judging will be carried out by a panel of judges drawn from business and the community. The decision of the judges will be final.
4. To enter your business you **must meet the following criteria:**
 - **Make sure you're ready to celebrate Somerset Day 2022, by flying the flag and engaging with our trail challenge.**
We want businesses to get involved and to show your involvement by decorating your premises with Somerset flags/bunting. We want to encourage innovative/fun ideas and part of the judging will be based on the most unusual/innovative displays.
 - **Post a video or photo of your shop/business decorated with Somerset flags/bunting on Twitter, Facebook or Instagram and use #mysomersetbiz and #flytheflagforsomerset**
We want to raise awareness and get engagement on social media so posting a video/image is critical – and has the added benefit of giving your business a platform to reach a wider audience
 - **Encouraging collaboration and community benefit**
Suggest an idea/plan of how a grant will help you work with another Somerset business to develop an initiative which benefits your local community.
 - **Submit your application telling us how you would spend £1,000 and where in particular you would invest this to help grow your business.**
This is where you can make your 'pitch' for a grant and where you need to put a compelling case on what you will use any grant for.
5. No purchase is necessary to enter or to win the competition.
6. To participate in the competition your business must:
 - Have a company/business address in Somerset
 - Take part in celebrations linked to Somerset Day 2022 (as set out in 4 above)

SOMERSET DAY BUSINESS COMPETITION

TERM & CONDITIONS continued

7. Entrants must not be Somerset Day Community Interest Company or Somerset County Council Councillors, Board members or employees
8. The Somerset Day Community Interest Company reserves the right to withdraw, change or cancel the competition at any time.
9. The Somerset Day Community Interest Company and Somerset County Council's decision in all matters will be final, and no correspondence will be entered into.
10. These terms and conditions are subject to the laws of England and Wales. Any dispute shall be subject to the exclusive jurisdiction of the English courts.