**Marketing Guide**

Thank you for choosing to access our range of promotional materials for the upcoming Big Norfolk Holiday Fun programme! We are grateful for your support. In this pack, you will receive access to our social assets, SEND resources, newsletter and social media copy, general and customisable collateral, and case study videos.

**Social Assets**

These assets are for you to use alongside the suggested social media copy in ‘Newsletter and Social Media Copy’. They contain photographs from our previous activities and reminders for when bookings open. They are suitable for sending as attachments to newsletters mentioning BNHF.

**SEND Resources**

This folder contains informational posters, letters on the Short Breaks scheme, and a SEND toolkit pack.

**Newsletter and Social Media Copy**

This document is a guide for any online communications via social media. You are welcome to use copy from this sheet to promote the programme.

**General Collateral**

**Posters** – To print as either A4 or A5 and distribute to children and families.

**Flyers** – Includes both Primary and Secondary-centric flyers. Use according to the school’s type/age range.

**Customisable Collateral**

You can edit the featured flyer and poster templates to promote your specific sessions.

**Case Study Videos**

In this folder, there are links to 3 videos demonstrating the programme’s impact since 2021, featuring clips of children engaging in activity sessions, as well as parent and provider interviews.

If you have any further questions on the marketing materials, please contact [bnhf@norfolk.gov.uk](mailto:bnhf@norfolk.gov.uk).