



NORWICH COCKTAIL WEEK

26 Sept – 5 Oct 2025

Sponsorship Document

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Norwich
Business
Improvement
District

**NORWICH
COCKTAIL
WEEK**



Shaking things up

Norwich Business Improvement District (BID) is pleased to welcome Norwich Cocktail Week into our family of events for 2025.

With other successful events including Norwich Wine Week and Norwich Summer Sessions already under our wing, bringing Cocktail Week into the Norwich BID calendar felt like a very natural next step.

Norwich Cocktail Week has been running for several years already, and we want to say a huge thanks to the previous organisers for all their hard work in creating and building this wonderful event.

Now we're excited to be taking on and re-launching Norwich Cocktail Week in 2025 with fountains of fresh energy; this will include our bold new branding, new gamified trails to discover, a new website and event app (in progress), and plenty more in the mix too.



**NORWICH
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What is Norwich Cocktail Week?

Norwich Cocktail Week is a citywide celebration of creativity, flavour, and flair, showcasing the very best of our vibrant cocktail scene. From independent bars to stylish restaurants, venues across Norwich come together to serve up signature drinks and unforgettable experiences.

Running from 26 September to 5 October 2025, Norwich Cocktail Week invites locals and visitors to raise a glass and discover new favourites; this is done by enjoying exclusive cocktails, special discounts and unique events, all in celebration of our city's ever-evolving cocktail culture.

NORWICH
COCKTAIL
WEEK

Our Audience

85.9k

VisitNorwich social media
audience



28k

VisitNorwich newsletter
audience

200k

VisitNorwich monthly
website views

2.7k

Norwich Cocktail Week
Instagram Followers



4.3k

Norwich BID Instagram
followers

1.7k

Norwich Wine Week
Instagram followers



A large, stylized red graphic on the left side of the page, consisting of several thick, flowing, curved lines that resemble a ribbon or a stylized letter 'C'.

NORWICH COCKTAIL WEEK

Premium Sponsor: £5,000

As our premier sponsor, your brand will receive maximum exposure across all elements of the event.

This includes:

- » Prime branding on the Norwich Cocktail Week app
- » Logo and link on the homepage of the Norwich Cocktail Week website
- » Visibility on event advertising materials
- » Social media features across our promotional campaign
- » Mention in official PR release
- » Logo on associated merchandise
- » Make new B2B connections with key city venues, plus the potential to display / offer your drinks prominently as part of the week
- » 10 VIP invitations to our launch event, with an opportunity to display pop-up banners or brand materials on-site



NORWICH COCKTAIL WEEK

Trail Sponsor: £1,000

Norwich Cocktail Week will feature a series of themed trails throughout the city.

As a Trail Sponsor, you'll receive:

- » Branding on the Norwich Cocktail Week app in association with your trail
- » Mention and link on the Norwich Cocktail website
- » Social media promotion linked to the trail
- » 2 VIP Invitations to the Norwich Cocktail Week launch event

Prize Sponsor: value of approximately £100

Donate a prize to be raffled among attendees who complete one of the Norwich Cocktail Week trails.

Your business will be promoted via:

- » Social media promotion
- » Acknowledgement in Norwich Cocktail Week website campaign materials related to the competition

The background is a dark navy blue. It is decorated with several large, abstract geometric shapes. In the top left, there is a large yellow star-like shape made of several thick lines. To its right is a pink triangle. On the right side, there is a large red shape that looks like a stylized umbrella or a fan. In the bottom left, there is a red shape resembling a stylized flower or a fan. In the bottom right, there is a green leaf-like shape. At the bottom center, there is a yellow L-shaped block and a pink circle.

NORWICH COCKTAIL WEEK

Get in the mix

Let your brand shine while rewarding our enthusiastic participants!

Contact our Sponsor & Partnerships Manager:
Helen Vinsen – helenvinsen@norwichbid.co.uk