

BID TOOLKIT

BRING YOUR BID TO LIFE
with Make Music Day

EVERY JUNE 21ST



What is Make Music Day?

Make Music Day is a free global celebration of music that takes place annually on June 21st. Open to everyone, it encourages communities to come together and share the joy of live music – free of charge – in public spaces.

Why Your BID Should Get Involved?

BIDs across the UK and around the world use MMD to energize their districts, increase footfall, support local artists and businesses, and create a buzz in their community – all through the power of music.

Get Started: 6 Simple Steps

1. Set Goals

- Increase local foot traffic?
- Support local musicians?
- Activate underused spaces?

2. Choose Locations

- Think about high-footfall or underused public spaces:
- Plazas and courtyards
- Outside cafés and shopping zones
- Railway and bus stations

3. Reach Out

- Musicians and community groups
- Schools, colleges, universities
- Venues & music organisations

4. Promote Event

- Use our resources to help brand your event
- Launch through local media and social media accounts
- Partner with local businesses for cross-promotion

5. Plan Logistics

- Permits for performances?
- Need power or amplification?
- What if it rains?

6. Make It Special

- Add decorations or banners to brand the event
- Offer promotions from local businesses
- Host pop-up food or drink stalls
- Provide seating or shaded areas



Sample Event Formats

Dawn Chorus – a community choir in your local train or bus station

Lunchtime Live – One-hour solo acts outside busy office areas

Music Trail – A walking route featuring several performance spots

Family Zone – Interactive workshops or instrument workshops

Shop-Front Sessions – Local bands playing outside stores or cafés

Promotion Tips

Have a launch event in advance

Use **#MakeMusicDay** and your local BID hashtag

Create branded digital assets

Tag performers and participating businesses on social media

Use Livestreams or Instagram Stories

Encourage businesses to put on themed offers or music-related displays

Sample Templates

1. Performer Sign-Up Form

- Name/Band Name
- Genre
- Number of performers
- Tech needs (e.g., amplification, power)
- Preferred performance times
- Contact details

2. Venue Agreement Template

- Agreed time and date
- Health & safety considerations
- Equipment use
- Promotion expectations
- Contact person on the day

Useful Resources

[MakeMusicDay.co.uk/resources](https://www.makemusicday.co.uk/resources)

Contact us for help or guidance: info@makingmusic.o.uk

Register your event at: <https://makemusicday.co.uk>

Tag your event with **#MakeMusicDayUK**

Good luck!

