

AR CONTENT DEVELOPMENT

Expression of Interest form

Thank you for applying to the Sunderland BID Community Trail open call.

Please return this form to Roberta Dambrauskaite, Operations Coordinator at info@sunderlandbid.co.uk with any attached documents that may support your submission.

Company name:

Name of applicant:

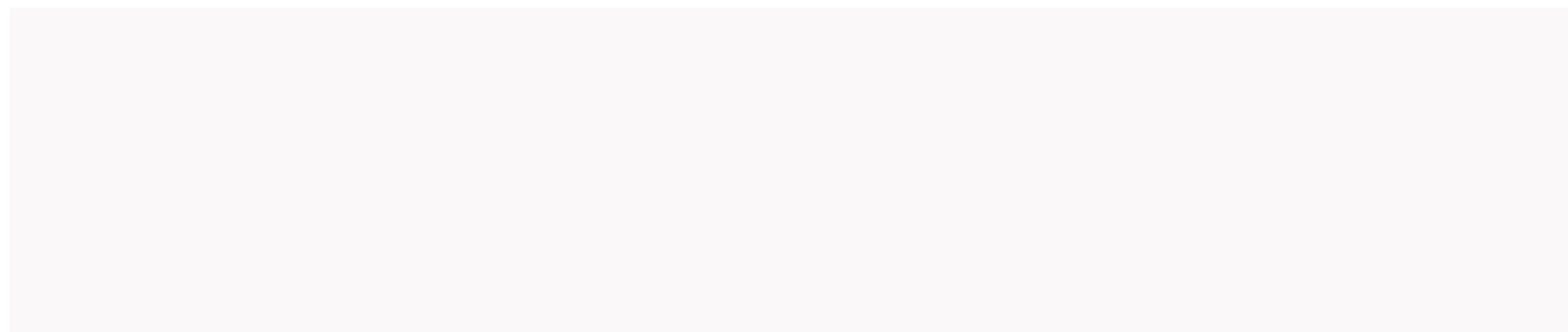
Job title:

Office address:

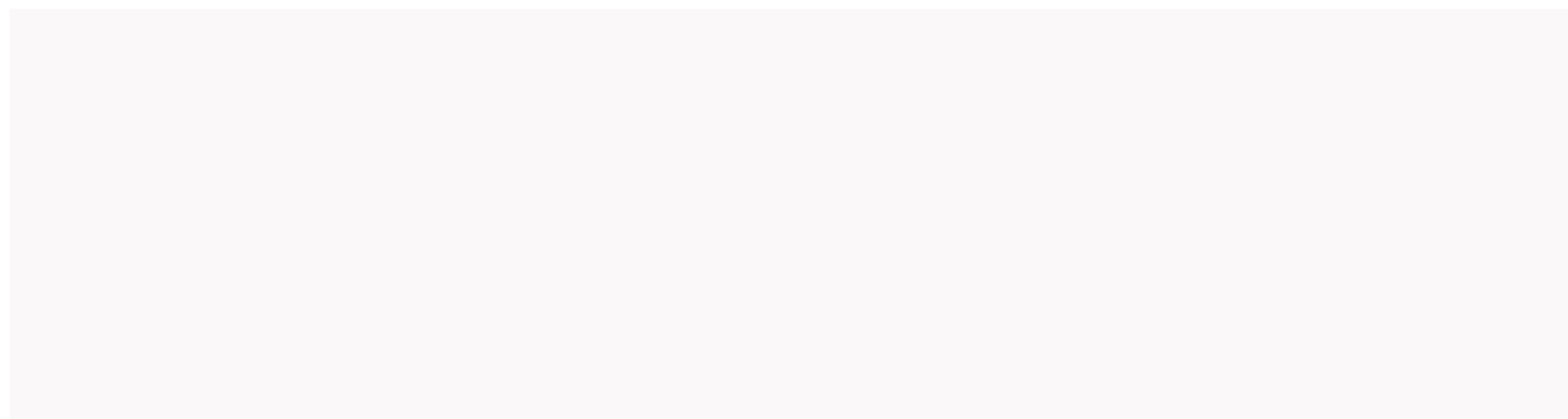
Contact email:

Briefly explain why your company would like to apply for this opportunity

Highlight any relevant company skills and experience to demonstrate previous work using AR content to increase footfall traffic to a destination

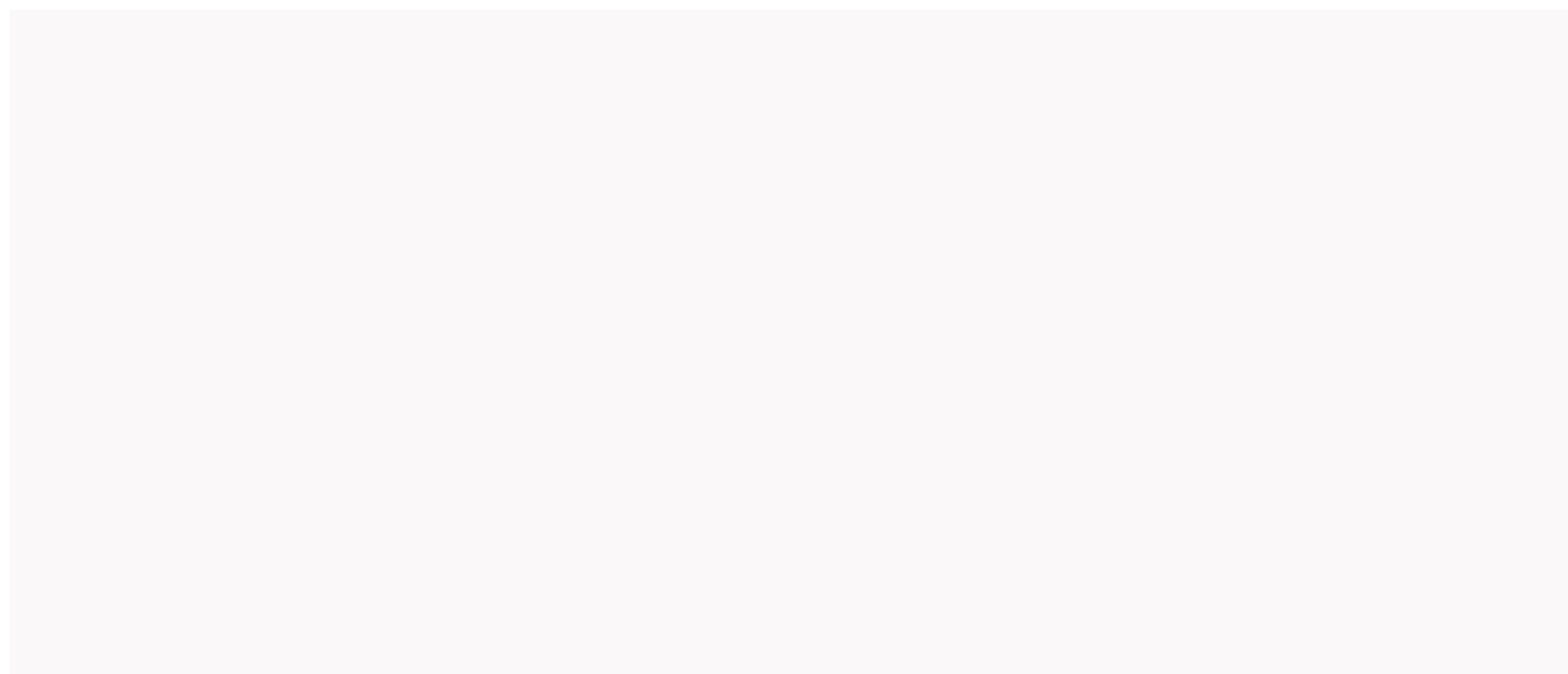


Outline how your company will create an engaging customer experience that users will utilise more than once



How will the project meet the following objectives

- **Encourage visitors to Sunderland**
- **Engage a wide audience**
- **Gather important audience data**
- **Enable people to share the experience with family / friends using social**
- **Encourage sponsors to participate**
- **Ensure the experience can be repeated and built on annually**



Can you highlight the top 2 risks associated with the project and briefly describe how you would mitigate these risks?

Please provide any additional information you feel may support your application (this can include links or separate documents as an attachment)