

Application & Information for 'The Fairy Tale Fair'

This document will tell you all you need to know if you are interested in applying for a stall at *The Fairy Tale Fair* this Spring.

What is it?

The Fairy Tale Fair is a magical craft fair with a whimsical, vintage style. There will be a range of approximately 35 stalls selling handmade craft items, vintage products, jewellery, hand crafted children's items, clothes, face painting, craft workshops, beauty treatments, cakes/ drinks & treats in our vintage tearoom. There will be something for everyone and the market will be aimed at families and locals in particular.

The Fairy Tale Fair has now been established for over 18 months and the Spring Easter themed fair is always popular.

Date: Saturday 12th April 2014.

Venue:

Patcham Methodist Church, Ladies Mile Road, Patcham, Brighton.

-Whilst not situated within the main town centre this still provides an excellent location for a craft fair- The hall is situated within the heart of Patcham, next to the small parade of Ladies Mile shops. The frequent 5 and 5A buses stop at Patcham clock tower just 30 seconds walk around the corner, opposite the Ladies Mile Pub. The venue is just 15 minutes drive from the town centre. It is also within walking distance of many residential surrounding areas including Patcham, Hollingbury, Coldean, Withdean, Westdean and the Surrenden Road/ Varndean area. This fair is going to be targeted at families and the community in particular so it is hoped that many of the locals will come along through the marketing that will be conducted for the fair (see marketing section below).

Facilities within the venue: There is a kitchen & cafe area where teas/ coffees/ and yummy cakes/ treats will be served. Tables will be provided for customers to eat from. Power sockets are available, however are limited, so if you require one please let me know when booking and it is recommended to bring your own extension cord. The hall has also requested that all electrical items bought in are PAT tested, please email me if you require further information on this. There is a car park at the back of the venue, however spaces are limited. There is also free on street parking outside and close by where you can park. You can use the car park to unload. There are toilets within the venue.

Times:

Stall holders will have access to the venue from 9.30am to set up. The fair will open to the public between **10.30am and 4pm**. Stall holders should vacate by 4.30pm.

Your Stall:

Your table and chair(s) are provided, however tables are limited so if you have your own table to bring you will receive 15% off the stall price. The size of the table is approximately 6ft. You are welcome to display your stall how you wish. It is recommended to bring a table cloth to hide the boring table tops!

Sharing a stall: I am happy for stall holders to share a stall if this is required. However applications should be made together so I am not left with odd half stalls to fill!

Types of stall: **There is 25 stalls available in the main hall**, as well as **6 tables in the craft workshop room**. If you would like to apply for a workshop table (where you demonstrate a craft/ activity to children or all ages) please select 'workshop table' in the online application. If you are conducting a workshop then you are welcome to sell items you have made alongside your workshop on your stall, and obviously charge what you feel appropriate for people to take part in the activities/ making. The tables are approximately 6ft and slightly wider than those in the main hall to give a bit more space for the activities. Several children's tables and chairs will also be placed in the workshop room for families to sit at and enjoy the making. Your workshop will be advertised on the blog before the day so people will know what to expect. With our fair being in the lead up to Easter we expect the workshop room to be busy with lots of spring time handmade creations & gifts being made by families young and old! We'd love some applications for Easter creations such as Easter bonnet making, decorate your own egg, easter chicks etc!

There is also 5 smaller tables available in the entrance at a discounted price of £14 for anyone who thinks they may not need a full size stall. Please note doors will be open in the entrance so it is recommended to wrap up warm in the entrance, however we hope by April it is going to be a nice Spring day!

Marketing:

We hope to make *The Fairy Tale Fair* this Spring as successful as the previous fairs. This is how the fair is going to be marketed:

- Flyers will be designed and given out across Brighton & Hove advertising the fair. **5,000 flyers will be distributed** across Brighton, Hove and Sussex. The flyers will be full colour and double sided. They will be distributed to other craft fairs, markets, cafes, shops, local schools, at most importantly delivered to thousands of houses across the surrounding areas. You are also welcome to collect some to give out if you wish.
- Posters will be designed and put up in local shops and the surrounding area advertising the event.
- The now well established Fairy Tale Fair blog for the fair will feature all the stall holders and their work in special featured posts & interviews where you each get to

showcase your work. The blog will also feature the latest news, design/ craft led posts, photos and more. Since May 2012 the **blog has had over 50,000 views** and each stall holder is also permanently listed with photos in the gallery, in the stall holders links and on the 'Stall Holders' page itself- which contains a description and link to your site.

- A *Fairy Tale Fair* Twitter account makes sure the fair reaches as many people as possible. The account now has over **3,700 followers!** Those of you on Twitter can help drum up even more followers for the fair, and spread the word!

- We also have a Facebook page and event, again including latest goings on, your *blog* posts, features, gallery and more. We have **nearly 5,000 fans on Facebook** and growing everyday- Which you can all share and get your friends to like!

- Email marketing: **An E-shot will be sent out to around 1,700 craft, design and Brighton based contacts** in the lead up to the fair.

- Online ads on many local listing sites will also be placed.

- We also have a Pinterest board and a Google + page.

- Ads in Magazines across Brighton will also be placed.

- For the summer, Christmas and Spring fairs we were lucky enough to be mentioned in The Argus (Brighton's biggest newspaper) in the top ten events to visit- we hope to get a mention again. After the Christmas 2013 fair which the Argus attended we also were featured as a half page write up with several photos, and online and on their twitter too.

- The venue on the day will have promotional items outside, a banner, lawn signs, be decorated with balloons and bunting etc.

All of this should hopefully mean we get as many visitors through as possible.

How much does it cost?

The cost to take part in the fair is £29 (a 6ft stall in the main hall). This covers the cost of your stall (including table and chair), all the promotional materials, decorations, insurance for the fair itself and the hiring of the venue, as well as your blog post and online promotion. **A craft workshop stall costs: £27 (6ft x 2.5ft table).**

If you would like to apply for a smaller stall in the entrance (just over half the size of a full stall) then these are **£14**. Please be aware only 5 of these are available.

If you have your own table to bring you will receive 15% off your stall price.

Want to take part, or have more questions?

If you have more questions please email Claire at: **thefairytalefair@gmail.com**

If you are ready to apply please follow this link:

<http://thefairytalefair.wordpress.com/application-form/> and fill in the online

application. Please make sure you have read the below cancellation policy and application details before making your Application.

Cancellation and Legal Stuff

If you wish to cancel after having secured a stall I will do my best to refund you however this will only be possible if the cancellation is made **more than 3 weeks** prior to the event AND an alternative stall holder can be found. If the cancellation is made with less than three weeks to the event, or an alternative stall holder can't be found than unfortunately a refund can not be made.

I, as the organiser of *The Fairy Tale Fair*, am not responsible for any damage or loss to your property or yourself during the fair. The fair itself is insured for public liability, however in the unlikely event that any claims are made against you or your products, I, as the organiser, am not responsible for any these. It is therefore recommend that you have suitable insurance for your products. Although insurance is advised it is optional and not a requirement of this application.

I, as the organiser, have the right to refuse any work that I feel inappropriate or offensive on the day of the fair, and also any persons who behave inappropriately towards the public or other stall holders will be asked to leave. In these cases refunds will not be granted.

You must agree to these policies in order to apply for *The Fairy Tale Fair*.

Application

To apply for the fair, follow the link above and fill in the online application.

Applications must be made by the end of Sunday 9th February 2014.

Stalls will be allocated on the basis of how quickly the application is sent back, the suitability of the products, and if your products overlap with others or not. So whilst not strictly first come first serve the sooner you can get the application back the better chance you will have of securing a stall. Also please note that as it states above the closing date for applications is the 9th February, however this does not necessarily mean stalls will still be available by this date. If demand is high enough stalls may be full before the date above. Please be aware that there are now well over 250 of you on the mailing list and it may take some time to work through the applications- you will be notified if you are successful or not by February 16th at the latest.

If you are successful you can make payment either via BACs (I will email you these details) or by cheque within 14 days of securing your place. I will then send you confirmation of your payment and stall via email.

Thank you for your time and interest in *The Fairy Tale Fair*, and hope to see you there! If you have questions please email me on the following contact details.

Claire Montgomery
Director of fairy dust

Find us on:

Blog: <http://thefairytalesfair.wordpress.com>

Facebook: <http://www.facebook.com/thefairytalesfair>

Twitter: https://twitter.com/FairyTale_Fair / [@FairyTale_Fair](https://twitter.com/FairyTale_Fair)

or Email: thefairytalesfair@gmail.com

It's going to be magical!!

