

The Fairy Tale Fair: Brighton Racecourse

Interested in applying for The Fairy Tale Fair at the Racecourse this Christmas? This document will tell you all you need to know.

What is it?

The Fairy Tale Fair is a well established magical craft fair with a whimsical, vintage feel. This Christmas will see our first fair in central Brighton, at the prestigious Brighton Racecourse.

There will be a wonderful range of over 100 stalls selling handmade or hand designed products, craft items, vintage products, jewellery, children's accessories, clothing, prints and much more. There will be something for everyone and the fair will be aimed at families in particular.

There will also be magical extras including Santa's Photobooth, vintage singers and entertainment, face painting and lots more to be announced nearer the time.

When and where is it?

Date: Saturday 6th December. 10.30am - 4pm.

Venue: Brighton Racecourse, Freshfield Road, Brighton, BN2 9XZ.

The venue is located centrally in Brighton at the long established Brighton Racecourse.

Well known for holding big events such as fairs, conferences, business exhibitions, wedding fairs and car boots.

There are 2,000 free parking spaces at the venue, and The Fairy Tale Fair will be located inside the main Grandstand hall. The venue is fully wheelchair and buggy accessible and toilets are located within the hall. A cash machine is also located in the hall.

There is also going to be a lovely cafe area serving a selection of savories, cakes and festive treats.

Timings:

Full details of set up times will be emailed to stall holders nearer the date. The fair will be open to the public between 10.30am and 4pm. Please do not pack up your stall before this time as it is unfair on others.

Your Stall:

Your table and chair(s) are provided. The size of the table is 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!



A photograph of a stall at a fair, decorated with colorful triangular bunting in shades of green, red, purple, and yellow. The stall is partially visible on the left side of the frame.

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

Marketing Overview:

We aim to make The Fairy Tale Fair this Christmas even more successful than the previous fairs. This is just a small overview of how the fair will be marketed:

Flyers will be designed and given out across Brighton & Sussex advertising the fair. 10,000 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.

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 1,800 craft, design and Brighton based contacts in the lead up to the fair.

Banners on the main road outside the racecourse for a month before 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 & Sussex 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, 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.

The now well established Fairy Tale Fair blog for the fair will feature 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 60,000 views.

If you would like a featured blog interview these are charged at £3.50, and include 5 photos and a link to your site and social accounts. We'll send you interview questions to answer, or you are welcome to write your own post. Each post will also be shared on our facebook and twitter, reaching over 8,000 fans & followers.

How much does it cost?

The cost to take part in the fair is £56
(early booking discount until 1st September 2014)
-including 6ft table and chair.

After 1st September- £60.

Blog features for stall holders are just £3.50.

Want to take part, or have more questions?

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

You can also explore our site to find out more:
www.thefairytalesfair.co.uk

If you are ready to apply please follow this link:

<http://www.thefairytalesfair.co.uk/take-part/apply-for-the-fairy-tale-fair-at-brighton-racecourse/> 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 we will do our 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.

We, as the organisers of The Fairy Tale Fair, are 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, we, as the organisers, are not responsible for any these. It is therefore recommend that you have suitable insurance for your products. Stall holders are asked to bring a copy of their public liability insurance on the day.

We, as the organiser, have the right to refuse any work that we 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.

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

Applications must be made by November 9th 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 November, however this does not necessarily mean stalls will still be available by this date. If demand is high enough stalls will fill before the date above. Please be aware that there are now well over 300 of you on the stall holder mailing list and it may take some time to work through the applications- you will be notified if you are successful or not with 3 weeks of your application.

If you are successful we will send you an invoice and you can make payment within 21 days of securing your place. We 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 us on the following contact details.

Claire Montgomery

Director of fairy dust

Find us on:

Web: <http://www.thefairytalesfair.co.uk>

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

Twitter: https://twitter.com/FairyTale_Fair / @FairyTale_Fair

or Email: thefairytalesfair@gmail.com

