

So This is Christmas

Interested in applying for 'So This is Christmas' craft & vintage fair?
This document will tell you all you need to know...

What is it?

Bought to you by The Fairy Tale Fair and the Northbrook Friends of St Barnabas fundraising group 'So This is Christmas' is a festive craft and vintage fair that will feature over 60 high quality craft and vintage stalls plus lots of magical extras - including face painting, beauty, live entertainment, tearoom and more. The fair is in aid of St Barnabas Hospice which is a local independent charitable hospice located in Worthing, Sussex. **50% of all stall fees & profits go directly to St Barnabas House, meaning you are all helping to support a great cause.**

About St Barnabas House

First opened in 1973 by a local anaesthetist, Dr Francis Gusterson. St Barnabas is a charity which provides specialist palliative care to adults with advanced progressive life-limiting illnesses, both within the hospice and in the comfort of patients' homes.

Their services include: 20 bed In-Patient Unit, Day Hospice with 18 places, Community Palliative Care Team, Family Services Team Education Department, Hospice at Home. Patients are never charged

for their care. They provide great work and care each and everyday. Find out more at: <http://www.stbarnabas-hospice.org.uk/>

About The Fairy Tale Fair

The Fairy Tale Fair is a well established magical craft fair with a whimsical, vintage feel based in Brighton. During 2015 we'll be holding 5 fairs at Brighton Open Market, 2 in Patcham plus this special Christmas fair in Worthing.

At each of our fairs there will be a wonderful range of 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 and the community in particular.

St Barnabas is a charity with a personal connection to us after a close family member spent her final days there last year. We are proud to have been asked to organise this fair for them and be part of their fundraising efforts.

When and where is it?

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

Venue: The Charmandean Centre.
Forest Road, Worthing, West Sussex, BN14 9HS.





The Charmandean on the main Upper Brighton Road is part of Worthing's heritage. A beautiful venue with close on 3/4 million spent recently on a complete refurbishment of the interior of the building and upgrading the entrance and reception areas. The venue has a car park, is close to bus routes, is fully wheelchair accessible. There is a cafe and toilets within the venue.

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.

Your Stall:

Your table is provided. The size of the table is 6ft. It is recommended to bring a table cloth to hide the boring table tops!

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:

This is just a small overview of how the fair will be marketed:

Flyers will be designed and given out across Worthing, Brighton & Sussex advertising the fair. 5,000 flyers will be distributed across the area. The flyers will be full colour and double sided. They will be distributed to other craft fairs, markets, cafes, shops, local schools, and most importantly house to house. You are also welcome to collect some to give out if you wish.

Posters will be designed and put up at the venue, 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 4,000 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 over 5,000 fans on Facebook and growing everyday- Which you can all share and get your friends to like! The event will also have paid sponsored advertising.

Email marketing: An E-shot will be sent out to around 1,900 craft, design and Sussex based contacts in the lead up to the fair.

Online ads on many local listing sites will also be placed, as well as magazine and print ads in Worthing and beyond.



We also have a Pinterest board and a Google + page. We are now on Instagram too.

St Barnabas will also be promoting too - in the hospice, at events, and of course online. Their facebook has over 4,000 facebook fans, and their Twitter has over 3,000 followers- both of which will be used to promote the fair.

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 70,000 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 £32

-including 6ft table and chair provided.

Blog features (if you want one) 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/so-this-is-christmas-application/> 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.

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 our 'So This is Christmas' fair.

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

Applications must be made by October 31st 2015.

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 October 31st, 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 400 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 BAC's payment details 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

Instagram: thefairytalesfair

or Email: thefairytalesfair@gmail.com

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