

The Fairy Tale Fair at Patcham

Interested in applying for The Fairy Tale Fair at Patcham, Brighton 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.

At Patcham there will be a wonderful range of over 35 stalls selling handmade or hand designed products, gifts & pocket money buys, 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 craft workshops, magical tearoom, face painting and lots more to be announced nearer the time.

When and where is it?

Date: Saturday 19th November 2016. 10.30am - 3.30pm.

Venue: Patcham Methodist Church, Ladies Mile Road, Patcham,

Brighton, BN18TA.

-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 tearoom within the venue. 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.



Timings:

The fair will be open to the public between 10.30am and 3.30pm. Please do not pack up your stall before this time as it is unfair on others. Set up in the morning will be from 9.30am. Stall holders should vacate the venue by 4.00pm.

Your Stall:

Your table and chairs are provided (unless you opt to bring your own). The size of the table is 6ft x 2ft. You are welcome to display your stall how you wish. You will need 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 Brighton & Sussex 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, and most importantly house to house in Patcham (at least 3,000). 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 5,000 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!

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

Online & Print Magazine ads on many local sites & magazines will also be placed. We also have an instagram with over 1,000 followers, Pinterest board and a Google + page.





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 100,000 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 12,000 fans & followers.

How much does it cost?

Stall in main hall £35

-Including 6ft table & chairs.

Pitch in main hall £31

-Bring your own table. Including chairs.

Small stall in entrance hall £18.50

-Including 3.5ft small table in the entrance & chair.

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 as it may be cold!

Stall in craft workshop room £30

-Including 6ft large table, 4 chairs, and shared kids workshop space.

If you would like to apply for a workshop table (where you demonstrate a craft/ activity to children or all ages) please select craft workshop 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 Christmas we expect the workshop room to be busy with lots of handmade creations & gifts being made by families young and old! We'd love some applications for Festive creations such as make your own christmas stocking, christmas decorations, jewellery making, etc..

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/apply-fairy-tale-fair-patcham/>

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 The Fairy Tale Fair.

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

Applications must be made by October 31st 2016.

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 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 1,000 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 14 days of securing your place. We will then send you confirmation of your payment and stall via email.



Why choose The Fairy Tale Fair?

In 2014 we were chosen by AMEX as one of the **top 100 small business in the UK** for Small Business Saturday. We were invited to Downing Street to celebrate this and our proud to have been chosen out of the thousands of small businesses who applied.

In Jan 2016 we were voted Best Market & Community Event in the UK in the 2016 Business Awards. We were also voted 2nd out of all businesses in Brighton & Hove.

Don't just take our word for it - read our testimonials and reviews from stall holders and visitors alike here:
<http://www.thefairytalesfair.co.uk/testimonials/>
<http://www.thefairytalesfair.co.uk/reviews/>

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

“So much more than a craft fair! As a stall holder and as a visitor previously I absolutely love The Fairy Tale fair, I have done two so far and I hope to be back again and again, I had a fab day both times.”

- Stall holder, Claire, Yellow Bear Wares.

“It was just the kind of display of originality we expect from Brighton – handmade, hand designed and vintage gifts and seriously good homemade cakes and chocolate. And it was wonderful to see skills and tips being shared through workshops so people could learn something new.”

- Caroline Lucas, Brighton MP.

Just a few places we've been featured...

theguardian

CHILD FRIENDLY
BRIGHTON.CO.UK

visitBrighton

SMALL
BIZ 100

printed.com
click print deliver

Mollie
Loves & Creates
MAKES

The Argus

WE ♥ BRIGHTON

