



## **Hampshire Food Festival 1<sup>st</sup> – 31<sup>st</sup> July 2017**

### **Sponsored by Hildon Natural Mineral Water**

#### **All you need to know about the Hampshire Food Festival 2017 Programme**

The Hampshire Food Festival (HFF) is an opportunity to raise the profile of your business. Involving over 70 food and farming events across the county it celebrates Hampshire's local food and drink scene. In 2016, the festival attracted an estimated 145,400 visitors and achieved approximately £4.36 million in visitor spending. The 2016 festival was recognised at the Beautiful South Awards with a bronze award.

#### **Programme – A5**

Run an event and it will be listed in the programme we produce promoting the festival. 40,000 copies will be distributed via Southern Co-operative stores, hotels, farm shops, restaurants, pubs, tourist offices and at events in and out of the county. The programme will also be bagged up with Hampshire Life magazine and distributed at Chelsea Flower Show.

You can choose a free listing or upgrade to an enhanced listing to help your event and business stand out with an image and additional wording. This year, the programme will be divided into the following five sections: Taste, Discover, Learn, Shows/Fetes and Fairs, Stay. Events will be listed in date order within the section.

You can also be part of two new features in the programme. These are themed 'Hampshire picnic' and 'Pies and Pints'.

#### **Social Media**

Events will be promoted via our social media with 13.4K followers on Twitter, 1.5K on Facebook and Instagram. New for this year, we will be boosting a number of posts on Facebook to further raise awareness.

#### **Website**

All events are listed on our website. During June and July 2016 our website had 71,466 visits, 28,653 of these were unique visits. Your listing will include a link to your website when relevant.

#### **Press**

The festival is promoted to local and national press and has previously been featured in Jamie Magazine, Delicious magazine, and Food and Travel Magazine. An additional press launch will be held this year to reach out to new journalists. National press need event information as soon as possible so book your event in early to gain the best coverage.

#### **Be creative**

We LOVE creative and innovative food festival event ideas to keep the festival fresh and exciting. All that we ask is that the event involves local produce. The most successful events are the ones that offer something different or a unique opportunity to do or experience something. If you have an idea but need a venue, speak to us. If you have a venue but need to get producers on board, speak to us. We are here to connect local businesses so we can make the 2017 festival the best one yet!

## Hampshire Food Festival 2017 Programme Entry Costs

All Events must include local (Food / Drink / Produce)

### Basic Listing (example below – approx. size)

**Hampshire Food Festival Menu at The Bell Inn**

**Date:** Monday–Friday in July, 12pm–3pm or 6.30pm–7.30pm  
**Venue:** The Bell Inn, 12 West Street, Alresford SO24 9AT  
**Price:** 2 courses for £12.50  
**Booking:** Advisable 01962 732429  
[www.bellalresford.com](http://www.bellalresford.com)

Hampshire Fare* Cost	NON Hampshire Fare Cost
<b>FREE (1<sup>st</sup> event)</b>	<b>£90 + VAT</b>
<b>Additional listings £30 + VAT</b>	<b>£90 + VAT</b>

### Enhanced Listing (includes 30 words description and an image) (example below – approx. size)

**Farm Fest at Parsonage Farm**

Family friendly relaxed festival on a small working farm. Live music, local food, drink, BBQ and bar, children's activities. Overnight camping (booking essential). Home cooked Sunday brunch.

**Date:** Saturday 16th & Sunday 17th, Start 4pm–11.30pm Sat & mid-day Sunday for overnight camping (camping set up from 2pm)  
**Venue:** Parsonage Farm, Upton, Andover SP11 0JP  
**Price:** Adults £7.50, Children £5 (10-15 years) under 10 free  
**Booking:** To book camping 01264 736208  
[www.parsonage-farm.co.uk](http://www.parsonage-farm.co.uk)



Hampshire Fare* Cost	NON Hampshire Fare Cost
<b>Approx ¼ page</b>	<b>Approx ¼ page</b>
<b>£125 + VAT</b>	<b>£175 + VAT</b>

\* And Community Interest Companies or Charity Organisations

### Special Feature Areas – Contact [belinda.fordham@hampshirefare.co.uk](mailto:belinda.fordham@hampshirefare.co.uk) to book.

Opportunity to feature in special themed double page spreads. For Hampshire Fare members only – limited numbers per spread.

#### Hampshire Picnic

Opportunity for an entry with an image on local produce for a Hampshire picnic.

#### Pies and Pints

Opportunity for an entry with an image for hospitality/brewers or pie makers to showcase places to enjoy or buy pies and pints.

**£125 + VAT Hampshire Fare Members only**

Opportunity to advertise in Stay section of the guide. With additional wording and an image.

#### Stay

Includes hotels, restaurants with rooms.

**£125 + VAT  
Hampshire Fare\*  
Cost**

**£175 + VAT  
NON Hampshire  
Fare Cost**

## Full Page / Half Page Advertising Options

		Hampshire Fare Members*	Non Hampshire Fare Members
<b>A5 Portrait HALF Page</b>	Advert (supplied as hi res PDF ready artwork) 62mm w x 186mm h Note: No LANDSCAPE half pages.	£350 + VAT	£500 + VAT
<b>A5 Portrait FULL Page</b>	Advert (supplied as hi res PDF ready artwork) 148mm w x 210mm h with bleed)	£500 + VAT	£950 + VAT

If you are unable to supply artwork ready PDF's - please contact us for a quote for design.

\* And Community Interest Companies or Charity organisations

**All prices shown are exclusive of VAT.**

Confirm your entries booked	Quantity	Price	Total
1 FREE Hampshire Fare* Member Event basic listing	1	FREE	
1 Non Hampshire Fare Member Event basic listing	1	£90	
Additional Event basic listing(s) – Hampshire Fare* Member		£30	
Additional Event basic listing(s) – Non Hampshire Fare Member		£90	
Enhanced ¼ page advert – Hampshire Fare* Member		£125	
Enhanced ¼ page advert – Non Hampshire Fare Member		£175	
Special Feature – Hampshire Picnic – Hampshire Fare Members \$		£125	
Special Feature – Pies & Pints – Hampshire Fare Members \$		£125	
Other – Stay – Hampshire Fare Members* \$		£125	
Other – Stay – NonHampshire Fare Members \$		£175	
A5 Portrait Half Page advert – Hampshire Fare* Member		£350	
A5 Portrait Half Page advert – Non Hampshire Fare Member		£500	
A5 Portrait Full Page advert – Hampshire Fare* Member		£500	
A5 Portrait Full Page advert – Non Hampshire Fare Member		£950	
<b>Total</b>			

\* And Community Interest Companies or Charity organisations

\$ For special feature and stay adverts contact [belinda.fordham@hampshirefare.co.uk](mailto:belinda.fordham@hampshirefare.co.uk) to discuss availability and wording / image that will be required.

**Return the completed form and payment by 31<sup>st</sup> March 2017 to:**

[amanda.taylor@hampshirefare.co.uk](mailto:amanda.taylor@hampshirefare.co.uk)

**Post:**

Amanda Taylor, Hampshire Fare CIC, Rownhams House & Gardens, Rownhams, Southampton, SO16 8LS

**Cheques payable to:** Hampshire Fare CIC

**BACS payments to:** Hampshire Fare CIC, Account number: 52342360, Sort code: 30-99-71

To discuss membership with Hampshire Fare please contact:

Belinda Fordham (023 8073 3830 [belinda.fordham@hampshirefare.co.uk](mailto:belinda.fordham@hampshirefare.co.uk)).

## BOOKING FORM

### Hampshire Food Festival 2017 Programme Guide

Use this to tell us about your MAIN EVENT - Continue on separate form for more than 1 event

				Choose ONE
<b>Sections of the Food Festival Programme</b> (Choose <b>ONE</b> ). This will be the section of the programme where your entry is positioned.	<b>Taste</b> e.g. Pop-up restaurants, Markets, Special Menus			
	<b>Discover</b> e.g. Distillery/Vineyard/Brewery Tours, Farm Tours, Behind the Scenes			
	<b>Learn</b> e.g. Cookery School, Special Workshop, Cookery Theatre			
	<b>Shows, Fetes &amp; Fairs</b> e.g. Regular events in the Hampshire county calendar			
<b>Title of event</b>				
<b>Date of event</b>				
<b>Times</b>	Start		End	
<b>Address where the event is being held</b>				
<b>Postcode</b>				
<b>Tickets required?</b>	YES		NO	
<b>Ticket prices</b>	Adult	£	Child	£
	OAP / Student	£	Or FREE Event?	
<b>Booking Information</b> Include a telephone number / website				
			<b>Choose ONE</b>	
	Booking essential			
	Booking advisable			
	Just turn up			
<b>Disabled access?</b>				
<b>Suitable for children?</b> And/or specify age range if appropriate				
<b>For Enhanced Event Listings ONLY:</b>				
1) Add 30 words (max) description about your event:				
2) Email your image to <a href="mailto:Amanda.taylor@hampshirefare.co.uk">Amanda.taylor@hampshirefare.co.uk</a>				

**Your Contact details (not for publication in the Food Festival programme)**

Data Protection Act 1998. Your details will only be used for Hampshire Food Festival and Hampshire Fare and will not be passed to any other organisation other than those involved in the planning and promotion of this project.

**Contact name****Company****Email****Daytime phone number****Payment:****I have paid by BACS** (Lloyds TSB: Account number: 52342360, sort code: 30-99-71)**YES****NO****Invoice me (purchase order no)** Invoices must be paid within 30 days of receipt**YES****NO**

Payment reference 'Hampshire Food Festival'. A VAT invoice will be sent to you upon receipt of payment.