



What is the Hampshire Food Festival?

The award-winning Hampshire Food Festival celebrates all that is great about our county's local food and farming. It has become an institution for local food lovers and is this year celebrating its 19th year, making it one of the UK's most established food festivals.

The festival runs from the 1st-31st July at locations across the county and it is all about YOU! Whether you are a producer, farmer, pub owner, hotel manager or other business involved in local food and drink, the festival is a chance for you to showcase what you do.

You could put on an event such as a special dinner, a workshop, a tasting session, a locally sourced menu, lunch with a producer talk or a tour of your facilities. If you aren't set up to host an event you could join forces with another Hampshire Fare member such as a pub or hotel and host the event at their venue. The ideas are endless and with a bit of creative imagination anything is possible.

We are excited to have secured a stint at Borough Market in London in the lead up to the festival where we will be promoting the events. Therefore, this year we are keen for hospitality venues and producers to link up and think about offering packages that include an experience, dining and a stay which will appeal to the London market.

Be creative! Some of the best events have been those that have come from a seed idea. Festival goers love the opportunity to go somewhere or do something exclusive. What you do is up to you, it's your chance to shine – but remember we are here to help and connect.

Ways to be involved

Event Advertising:

A single dated or multiple dated event running 1st July – 31st July

Four options for advertising your event to suit every budget.

As members of Hampshire Fare if you are hosting an event you are entitled to a free basic listing in the guide. There's also the option of an enhanced basic listing, a full featured listing or full page at special members' rates.

Your event must include and celebrate local food or drink in some form and can be held at your own venue or at another location in Hampshire. Your event must take place any day within July 1st July to 31st July.

Non-members of Hampshire Fare are welcome to advertise and be involved in the Hampshire Food Festival, as long as their event has a local produce content.

Where to stay and dine:

Where to stay

This is even more key this year as we hope to get more day trippers staying longer here. We will create a desire to come and stay through taking events and matching them up with accommodation options and offers. This will be referenced in the printed programme.

We would like to encourage 'Special Hampshire Food Festival HFF2019 Offers to Stay' please consider if this is something you would like to promote. See stay and dine example on page 4.

Special Festival Menus

Dining across the region will be featured as usual, allowing restaurants to profile menus held throughout the month with a local produce theme. See stay and dine example on page 4.

New: London Borough Market: The guide will be going to London during the first week of June. This will be part of a collective Hampshire Fare producers' appearance and we will be handing out the guides to highlight the county's offering.

The benefits of being involved

The Printed Programme: Advertising

This year's programme will be full colour, A5 size with uncoated matt paper. They will be printed in time for the Hampshire Fare team to hand out at the foodie popular Watercress Festival on the 19th May and for distribution countywide from end of May/ start of June. As well as key events the Hampshire Fare team are attending up until 1st July.

Digital version of the programme on the Hampshire Fare website: Available from June

PR and Marketing for the events in Hampshire Food Festival

Social Media

Entries will be promoted via our social media channels. Twitter, Facebook (including specific boosting), Instagram

Hampshire Fare activity during May/June

The printed programme will be handed out at Borough Market with the festival being promoted as key feature to come to the county.

The printed programme will be handed out by Hampshire Fare staff at The Watercress Festival in Alresford which attracts foodies from across the county and beyond.

Presence at the VIP/Press official launch in June and sent to key press contacts.

Press promotion

All regional and national press will have details with star events being featured before release and during the programme release. Including Borough and our own press release locally.

Website Hampshire Fare

All events will appear on the Hampshire Fare events calendar while the collation process is being created for the printed guide.

Consumer Newsletter

Our e-newsletter goes out monthly and the Hampshire Food Festival will be promoted heavily along with some star featured events and highlights. Both before the month of July and within the July issue.

Programme entry options

The programme entries this year will appear by day view and not weekly as per last year. Options for advertisement are:

Event (examples below)

A. BASIC LISTING

Event name and company details (address, contact number and Hampshire Fare website)
Also includes a basic listing on our Hampshire Fare events website.

Example:

Destination Fish

Dates: Telephone for confirmed dates
Venue: Catch, Ower Barns Courtyard, Calshot Road, Calshot. SO45 1BE
Price: Adults £5 (includes Fizz & 3 canapes)
Booking: Essential 023 82149900
www.hampshirefare.co.uk

Hampshire Fare Member

- First listing is FREE for Hampshire Fare Members.
- Additional basic listing for the same event but on a different date will be charged at £15 + VAT each.
- Additional basic listing for a NEW event will be charged at £30 + VAT each.

Non Hampshire Fare Member

- A basic listing will be charged at £65 + VAT each.
- Any additional listing will be charged at £65 + VAT each, whether it is for the same event but different day or for a new event.

B. ENHANCED LISTING

Event name, Company details and a 30-word description of your event.

An added benefit of this enhanced listing is that your event name will be highlighted on the page and you will also have an enhanced listing on our website allowing extended text (up to 40 words) and one image.

Example:

Pick-Your-Own and Treat Yourself!

Dates: Saturday 1st to Sunday 16th July, 9am – 7pm
Set in beautiful countryside in the South Downs National Park, Durleighmarsh Farm offers a huge range of Pick Your Own (PYO) fruit and vegetables. Spend £15 on PYO and enjoy a free ice-cream.
Venue: Durleighmarsh Farm Shop, Durleighmarsh, Petersfield, GU31 5AX
Booking: Just turn up! 01730 821626
www.durleighmarshfarmshop.co.uk

Hampshire Fare Member

- This enhanced listing will be charged at £45 + VAT each. Any additional listings will be chargeable.
- Additional Basic Listing £15 + VAT each for SAME event but different date (we will refer additional basic listing(s) to your main advertisement).
- Additional Basic Listing £30 + VAT each for NEW event listing.
- If you are wishing to add an additional enhanced listing (option B) for any event whether it is the same event different date or a NEW event, this will be charged at £45 + VAT each.

Non Hampshire Fare Member

- This enhanced listing will be charged at £95 + VAT each.
- Any additional enhanced listing will be charged at £95 + VAT each, whether it is for the same event but different day or for a new event.

C. PRINTED FULL FEATURE LISTING

Event name, Full company contact details, 40-word description of your event and one full colour image.

An added benefit of this enhanced listing is that you will also have an enhanced listing on our website allowing extended text (up to 100 words) and up to four images. Your online listing will also link through to your members page if relevant.

Example:

Walks and BBQ at Broughton Water Buffalo

Date: Saturday 1st July, 12 noon – 4pm

Explore the farm and munch down a burger whilst learning about sustainable natural farming and our water buffalo in a beautiful chalk down setting.

Venue: Broughton Water Buffalo, Manor Farm, Broughton, Stockbridge, SO20 8AN

Price: Free entrance and free farm walks

Booking: Advisable 01794 301031

tania@water-buffalo.co.uk



‘Stay and Dine’ (example below)

Being listed in your own Stay and Dine section of the guide, your listing will include your company name, contact details, company description and any offer or menu details that you wish to include.

As an added benefit to this listing you will also receive an enhanced listing on our website allowing text (up to 40 words) and one image.

For Hampshire Fare members: £125 + VAT

Non-members: £250 + VAT

Please let us know if you decide to offer a special Hampshire Food Festival room rate or offer, as we shall be taking the printed guide to Borough Market (London) in June and can also highlight you on our social media channels.

Hampshire Fare Member

- Full feature listing will be charged at £98 + VAT each. If your featured event is being run across multiple dates, then one free basic listing will be included.
- Any additional listings will be chargeable.
- Additional Basic Listing £15 + VAT each for SAME event but different date (we will refer additional basic listing(s) to your main advertisement).
- Additional Basic Listing £30 + VAT each for NEW event listing.
- If you are wishing to add an additional enhanced listing (option B) for any event whether it is the same event different date or a NEW event, this will be charged at £45 + VAT each.

Non Hampshire Fare Member

- This enhanced listing will be charged at £155 + VAT each.
- Any additional enhanced listing will be charged at £155 + VAT each, whether it is for the same event but different day or for a new event.

Wallops Wood cottages

Come and experience the beauty of Blackwood Forest and join Enjoy a glass of Hambledon Classic Cuvée and the stunning view from your hot tub at multi-award winning accessible, family and dog friendly cottages after visiting a Hampshire Fare Festival event.

Quote "HF2017" when booking to receive a complimentary bottle and vineyard tour voucher.

Wallops Wood Cottages, Sheardley Lane, Droxford SO32 3QY

01489 878 888

www.wallopswoodcottages.co.uk

www.hambledonvineyard.co.uk



Full Page Event Advert – (A5 page- size specifications with bleed TBC)

As an added benefit of taking a full page advert your event will be highlighted, you will have an enhanced web listing to included extended text and up to four images, you will be mentioned in our monthly newsletter and on our social media platforms and on top of all this you will also receive a free basic listing in the programme (see event listing A above).

For Hampshire Fare members: £400 + VAT

Non-members: £700 + VAT

Full Page Non-Event Advert – (A5 page- size specifications with bleed TBC) – Availability is limited

Suitable for Brand Product Awareness, Hotel/Accommodation or Hospitality.

Your advert will appear in the digital version of the programme online.

For Hampshire Fare members: £500 + VAT

Non-members: £700 + VAT

Confirm your entries

Please indicate your entry quantity and cost totals in the table below:

	Entry options	Quantity	Price (exc. VAT)	Price (inc. VAT)	Total cost (inc. VAT)
Hampshire Fare member	First basic event/ date	(1 max)	FREE	FREE	
	Additional basic listing SAME event		£15	£18	
	Additional basic listing NEW event		£30	£36	
	Enhanced event listing with wording		£45	£54	
	Full featured event listing		£98	£117.60	
	Stay/Dine listing with image		£125	£150	
	Full page advert- Event (specs TBC)		£400	£480	
	Full page advert- Non-Event (specs TBC)		£500	£600	
	Totals		N/A	N/A	

	Entry options	Quantity	Price (exc. VAT)	Price (inc. VAT)	Total cost (inc. VAT)
Non- Hampshire Fare member	Basic event listing		£65	£78	
	Enhanced event listing with wording		£95	£114	
	Full featured event listing		£155	£186	
	Stay/Dine listing with image		£250	£300	
	Full page advert- Event (specs TBC)		£700	£840	
	Full page advert- Non-Event (specs TBC)		£700	£840	
	Totals		N/A	N/A	

All advertising needs to be **paid in full before 20th April 2019** in order for it to appear in the guide.

Entry forms

Please complete the relevant entry forms below:

DEADLINE FOR ALL ENTRY FORMS IS WEDNESDAY 20TH MARCH 2019.

If you're entering multiple events, offers or stay/dine promotions, copy and complete the relevant table again.

Event

Event title				
Event date				
Event time				
Event address				
Event/contact website (This applies to enhanced listings ONLY)				
Are tickets required?	Yes/No			
Ticket prices	Adult	£	Child	£
	OAP	£	Free?	Yes/No
Booking information	Booking essential?	Yes/No		
	Booking advisable?	Yes/No		
	Just turn up	Yes/No		
Is there disabled access?	Yes/No			
Is it suitable for children?	Yes/No	If yes, specific age range		
For enhanced listing- only Listing with words - Event description (max 30 words – we reserve the right to edit this if necessary)				
For enhanced listing- only Listing with words AND image- Event description (max 40 words – we reserve the right to edit this if necessary)				
For enhanced listing only Any further information you'd like to appear on the online listing?				
For enhanced listing only Image	Please send your image to faye.hallwood@hampshirefare.co.uk			

Stay/Dine

Company name	
Description (max 40 words – we reserve the right to edit this if necessary)	
Address	
Telephone number	
Website address	
Any further information you'd like to appear on the online listing?	
Image	Please send your image to faye.hallwood@hampshirefare.co.uk

Your contact details

(Not for publication in the 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.

Full name	
Company name	
Email address	
Phone number	

Your payment

All advertising needs to be **paid in full before 20th April 2019** in order for it to appear in the guide.

I have paid by BACS Account number: 52342360 Sort code: 30-99-71	
I have posted a cheque Hampshire Fare CIC, Rownhams House, Southampton, SO16 8LS	
I would like to be emailed an invoice Please tick if yes	

Please return all completed forms by Wednesday 20th March to:

Email: faye.hallwood@hampshirefare.co.uk

Post: Faye Hallwood, Hampshire Fare, Rownhams House, Southampton, SO16 8LS

Many thanks!

If you have any queries relating to the Hampshire Food Festival, please contact Faye Hallwood on faye.hallwood@hampshirefare.co.uk or 02380 733830

If you'd like to discuss membership with Hampshire Fare, please contact Katie Rose-Taylor on katie.rose-taylor@hampshirefare.co.uk or 02380 733830