

BROCKLEY SOCIETY

Hilly Fields Midsummer Fayre: Saturday 21 June 2014

Promote your business as a part of Brockley's biggest community event

The annual Hilly Fields Midsummer Fayre on Saturday 21 June is organised by the Brockley Society*. It is the biggest annual community event in the area, attracting **over 3,000 people** who come together to enjoy a wide range of entertainments, activities and stalls. Its purpose is to strengthen the local community and to raise funds for Brockley Society's charitable objectives. As a local business, we believe you could benefit by supporting the Fayre. There are three main ways to be involved, each of which provides an excellent opportunity to promote your business to the local community.

1) Advertise in the Fayre programme: The programme will be distributed approximately two weeks before the event and contains all the key information for guests planning their visit to the Fayre, including the schedule of the day's events, a Fayre map and features on some of the events and participants.

Prices for adverts in the black-and-white, A5 programme, print run 8,000, are as follows:

- **Full Page** **£150**
- **Half Page** **£80**
- **Quarter page** **£50**
- **Eighth page** **£25**

Colour ads on the two inside covers are available at special rates – please enquire.

To advertise your business in this programme, please complete and return the attached form. Deadline for receipt of artwork: *Friday 9 May 2014*. Payment is required upon receipt of artwork.

2) Donate a prize: Your business can donate a prize which directly promotes your services, e.g. a meal for two, a haircut, or a voucher. Prizes will be listed and each business *thanked individually on the back of the programme*. The prizes will be drawn on the day and announced over the PA system with the names of the donating businesses.

3) Headline Sponsor of the Fayre: Your business can become one of the Headline Fayre Sponsors. Your contribution will go towards the payment of the Fayre's activities including subsidising the main marquee and the various entertainments including farm animals, falconry.

To be a Headline Sponsor we look for **a contribution of £500**. Your business will be listed as a Headline Sponsors on the *front cover of the Fayre programme* (distribution 8,000 copies), you will receive a *full page advert* (artwork deadline: Friday 9 May 2014) in the programme and your business will be *thanked on the PA system* as a major sponsor.

Many thanks for your time and I look forward to your response.

Kind regards

Clare Cowen
Chair, Brockley Society

Brockley Society volunteer details:

The Brockley Society's objectives are to conserve and enhance the local environment, promote local community activity and improve local facilities. It is a community association open to everyone who lives in the conservation area or who is interested in furthering its purposes. It has no paid staff and is run entirely by volunteers. Registered Charity no 1004245

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Hilly Fields Midsummer Fayre, Saturday 21 June 2014, 12 noon-5pm

1) Advertise in Fayre Programme:

I wish to advertise in the programme:

Name

Address.....

Email..... Tel.....

2) Donate a prize:

I wish to donate a prize:

Name of business (to go on the back of programme).....

Address.....

Email..... Tel.....

Prize (or donation for a prize).....

3) Headline Sponsor of the Fayre:

I wish to sponsor the event:

Name.....

Address.....

Email..... Tel.....

Donation.....

Payment Details

Please make cheques payable to 'Brockley Society' and post to
'Brockley Society', PO Box 63473, London SE4 9AZ

BACS: Barclays Bank, Sort: 20-49-81 Acc: 10196401. Amount £.....

Invoices will be sent by email.

Advert instructions

Full page (£150) Half page (£80) Quarter page (£50) Eighth page (£25)

- Copy my previous ad from the 2013 Fayre programme / Brockley Society newsletter
- I am submitting new artwork by email / post / enclosed
- Please create my ad from the following text:

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DEADLINE: 9 May 2014

Brockley Society, PO Box 63473, London SE4 9AZ
www.brockleysociety.org.uk | email: advertise@brockleysociety.org.uk