



**PARTICIPANT  
PACKAGE**

**MELKSHAM  
FOOD & DRINK  
FESTIVAL 2012**






## Help put local food and drink on the map and join in the fun!









Building on the success of the previous three Melksham Food Festivals we are pleased to announce that the 2012 Festival will take place between the 7<sup>th</sup> and the 16<sup>th</sup> of September with the Festival Food Fair on Sunday the 16<sup>th</sup> of September.

**Ways to be involved:**





### **Producers**

-  Guided tours of your premises
-  Tastings on your own premises or join promotions with suppliers or farm shops
-  Special food events and demonstrations




### **Hotels/Restaurants/Cafes/Pubs**

-  Offer a special menu featuring local produce
-  Beer or wine tasting
-  Pub quiz featuring questions on food
-  Festival cream teas
-  Dinner menus based entirely on vegetables
-  Chocoholics night
-  Gourmet dinner evening
-  Learn to cook evenings or lunchtimes



### **Retailers and Associated businesses**

-  Food tasting in your shop
-  Joint promotions with a local supplier or producer
-  Special Festival offers
-  Schools – special projects




### **Farms**

-  Open days or guided tours
-  Farm shop tasting or family fun days
-  Promote locally grown produce

### **Museums and Visitor Attractions**

-  Organise an event or mini-exhibition highlighting the history, culture or production of food and drink in your area
-  Link up with another Festival participant and run a joint event or offer





### **Voluntary Organisations**

-  Special Projects
-  Cookery Competitions
-  Food related subject evenings

If you would like to run an event or take part in some way but are not sure how please contact the Town Hall to discuss ideas.



## **Category A: £80.00**

### **Melksham Food Fair – Sunday 16<sup>th</sup> September 2012 – Stand Space Enhanced Internet and Programme Marketing**

-  A 3 metre wide stand at the Melksham Food Fair in the area of Melksham House to include a table to display your produce/products.
-  Your company contact details in Festival programme including a logo and a brief description of your business
-  Your Festival event listed in the programme diary and on the website
-  Your company contact details on the website including an alternating logo on the front page, logo and a brief description of your business in the participants section
-  Support, including help with ideas for running an event
-  Access to letterheads – ideal for printing your own menus or using as posters
-  Electronic access to the MF&DF logo
-  General PR and support from Melksham Town Council Press Office in the run up to the Festival and promotion of the event during the Festival




## **Category B: £45.00**

### **Melksham Food Fair – Sunday 16th September 2012 – Stand Space Including Internet and Programme Marketing**

-  A 3 metre wide stand at the Melksham Food Fair in the area of Melksham House to include a table to display your produce/products.
-  Your company contact details in Festival programme
-  Your company contact details on the website including a logo and a brief description of your company
-  Support, including help with ideas
-  Electronic access to the MF&DF logo
-  General promotion in the run up to the Festival



## **Category C: £30.00**

### **Melksham Food Fair – Sunday 16<sup>th</sup> September 2012 – Stand Space**

-  A 3 metre wide stand at the Melksham Food Fair in the area of Melksham House to include a table to display your produce/products.
-  Your company name in Festival programme
-  Your company name on the Website

## **Category D: Charity or Voluntary Organisation**

### **Melksham Food Fair – Sunday 16<sup>th</sup> September 2012 – Stand Space**

-  A stand at the Melksham Food Fair, this could in the Market Place area. If you are a not for profit voluntary organisation you will not be charged for your event and a table and chairs will be provided for your display.
-  Or if you are selling on the day we would ask for a payment of 10% of your sales up to the value of £20.00 to help to cover the costs of the event including promoting your products in the programme a table for your display and chairs.

## **Contact Details**

Melksham Town Council  
Town Hall  
Market Place  
Melksham  
Wiltshire  
SN12 6ES

[foodfestival@melkshamtown.co.uk](mailto:foodfestival@melkshamtown.co.uk)

Tele: 01225 704187

Fax: 01225 707858

Melksham Town Council and or the Food and Drink Festival Organising Committee reserves the right to refuse any application for participation, or to accept any application only upon such additional terms and conditions as the Council and or the Food and Drink Festival Organising Committee shall deem expedient to impose.

# Melksham Food & Drink Festival 2012

**Friday 7<sup>th</sup> September – Sunday 16<sup>th</sup>  
September 2012**

**DEADLINES FOR PAYMENT & PARTICIPANT INCLUSION  
AND TO FEATURE IN THE PROGRAMME AND ON THE  
WEBSITE:**

**Monday 2<sup>nd</sup> July 2012**

**DEADLINES FOR PAYMENT & PARTICIPANT INCLUSION  
HOWEVER YOUR DETAILS WILL ONLY FEATURE ON THE  
WEBSITE:**

**Monday 13<sup>th</sup> August 2012**

Please return the booking form with your cheque made  
payable to

**‘Melksham Town Council’**

and send to

**Melksham Town Hall, Market Place,  
Melksham, SN12 6ES**

For Category A & B please email your logo to  
[foodfestival@melkshamtown.co.uk](mailto:foodfestival@melkshamtown.co.uk)

Please note that we cannot supply power generators or gazebos  
for use during the food fair on the 16<sup>th</sup> September.

An information letter and stall number will be sent 2 weeks prior  
to the fair.

<b>Business Name:</b>		
<b>Business Address:</b>		
<b>Town:</b>	<b>Post Code:</b>	
<b>Business Phone No:</b>	<b>Fax:</b>	
<b>E-mail:</b>		
<b>Web-site:</b>		
<b>Contact Name:</b>		
<b>Festival Contact phone number if different to above:</b>		
Which category of Participation would you like? <b><u>Please Tick</u></b> - VAT not applicable		
<b>Category A:</b> Food Festival Fair & events with enhanced marketing	<b>£80</b>	
<b>Category B:</b> Food Festival Fair with mid level marketing	<b>£45</b>	
<b>Category C:</b> Food Festival Fair with basic marketing	<b>£30 per table</b>	
<b>Category D:</b> Food Festival Fair Charity/Voluntary Organisations	<b>See details above</b>	
See Participant Opportunities Guide attached for more details on Categories		
<b>Description of business for marketing use (Max 300 characters use additional sheets if needed)</b>		