



**PARTICIPANT
PACKAGE
FOR EVENTS**

**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 7th and the 16th of September with the Festival Food Fair on Sunday the 16th 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

Food Festival Event Enhanced Internet and Programme Marketing

- ☀ Your company contact details in Festival programme including a logo and a brief description of your business
- ☀ Your Festival event listed in the programme and on the website as well as mentions on Twitter and Facebook
- ☀ A story mentioning the launch of your event on the front page of the website with photo
- ☀ Your company contact details on the website including 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

Food Festival Event Internet and Programme Marketing

- ☀ Your company contact details in Festival programme
- ☀ Your Festival event listed in the programme and on the website as well as mentions on Twitter and Facebook
- ☀ 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

Contact Details

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

foodfestival@melkshamtown.co.uk

Tele: 01225 704187

Fax: 01225 707858

Melksham Food & Drink Festival 2012

**Friday 7th September – Sunday 16th
September 2012**

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

Monday 2nd July 2012

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

Monday 13th 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**

and email your logo to
foodfestival@melkshamtown.co.uk

**Please contact us if you would also like a stall at the
Festival Food Fair on Sunday the 16th of September.
Discounts are available for event and stall packages.**

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.

Business Name:		
Business Address:		
Town:	Post Code:	
Business Phone No:	Fax:	
E-mail:		
Web-site:		
Contact Name:		
Festival Contact phone number if different to above:		
Which category of Participation would you like? <u>Please Tick</u> - VAT not applicable		
Category A: Food Festival event with enhanced marketing	£80	
Category B: Food Festival event with basic marketing	£45	
See Participant Opportunities Guide attached for more details on Categories		
Description of business for marketing use (Max 300 characters use additional sheets if needed) A Vale of Fabulous Flavours		
Description of Event(s): (if unable to give full details immediately, please give outline and dates)		