

# BROCKLEY SOCIETY

## Hilly Fields Midsummer Fayre

Saturday 25 June 2022, 12 noon – 5pm

### A great opportunity to promote your business at Brockley's biggest annual community event

Hilly Fields Fayre, usually midsummer but later this year, has a long and successful tradition and is enthusiastically supported by families and people of all ages from our community. This will be our 46<sup>th</sup> annual Fayre. Usually attended by well over 5,000 people, there are a range of entertainments, activities and stalls on Hilly Fields which attract the whole family. Prices this year for advertising in the programme are the same as 2019, to encourage local businesses to continue their support. This is an excellent opportunity to promote your business to the local community.

The Brockley Society's (registered charity no. 1004245) 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. See [www.brockleysociety.org.uk](http://www.brockleysociety.org.uk) for more about what we do.

We produce a programme for the event which contains all the key information for those attending the Fayre – a schedule of the day's events, a Fayre map, competitions and raffle prizes. 8,000 copies are printed and distributed locally, FREE, before and during the event. This is a unique opportunity for your business to reach a huge number of households in the Brockley area.

There are three options - or you may wish to combine these. Please complete and return the form overleaf to the address shown, or send the full information requested by email to [advertise@brockleysociety.org.uk](mailto:advertise@brockleysociety.org.uk).

#### 1) **Advertise in the Fayre programme:**

An advert can be colour or black-and-white, and the programme size is A5.

- **Full Page:** £200
- **Half Page:** £100
- **Quarter page:** £50
- **Eighth page:** £25

#### 2) **Donate a prize for the raffle:**

All prizes are welcome, for example a meal for two, a haircut, a voucher. Donors and their prizes are listed in the programme and promoted over the PA system during the raffle draw at the Fayre.

#### 3) **Sponsor the Fayre:**

**As a Headline Sponsor.** With a **£1,000 contribution**, your business is listed on the front cover of the Fayre programme, receives a full page advert (inside front page or back cover) in the programme, with regular mention on the PA system throughout the day.

**As a Sponsor.** With a **£500 contribution**, your business is listed on the front cover of the Fayre programme, and has a full page advert (inside back cover) in the programme.

***The application deadline for all of the above options (including submission of relevant artwork and payment) is Sunday 1 May 2022.***

# BROCKLEY SOCIETY

**DEADLINE: Sunday 1 May 2022**

**I wish to promote my business in the Hilly Fields Midsummer Fayre programme.**

**Your name:** .....

**Name of business:** .....

**Address:** .....

**Email:** ..... **Tel:** .....

## **1) I wish to advertise in the programme:**

**Advertisement options (please select):**

**Full page** (£200)

Bleed: 216mm (h) x 154.5mm (w).  
Trim: 210mm x 148.5mm. Type 190mm x 130mm

**Half page** (£100)

Landscape: 90mm x 133mm.  
Portrait: 190mm x 65mm

**Quarter page** (£50)

90mm x 65mm

**Eighth page** (£25)

42mm x 65mm

- Please copy my previous ad from the 2021 Fayre programme / Brockley Society newsletter
- I am submitting new artwork by email / post. (email to [advertise@brockleysociety.org.uk](mailto:advertise@brockleysociety.org.uk))
- Please create a text based advert from information I will supply (email to address above)

## **2) I wish to donate a prize for the Raffle:**

Description of prize .....

## **3) I wish to Sponsor the Fayre as a:**

Headline Sponsor (£1000)  Sponsor (£500)

## **Payment details:**

**Invoices** will be issued by email shortly after we have received your application by email to [advertise@brockleysociety.org.uk](mailto:advertise@brockleysociety.org.uk)

**Deadline for applications, payment and artwork: Sunday 1 May 2022**

**Payment** to the Brockley Society account by BACS, as follows:

*Barclays Bank Sort code: 20-49-81 Account number: 10196401*

NB: Please include the reference "Prog21" and your business name with your BACS payment. Alternatively you can wait until your invoice has been issued and use your invoice number as your payment reference.