

# BROCKLEY SOCIETY



## Hilly Fields Midsummer Fayre

SATURDAY 22 JUNE 2024 • 12 NOON – 5PM

### GENERAL INFORMATION FOR ADVERTS, PRIZES & SPONSORS

Hilly Fields Fayre is a longstanding, successful tradition enthusiastically supported by families and people of all ages from our community. Usually attended by well over 5,000 people, there is a wide range of entertainment, activities and stalls on Hilly Fields, which attract the whole family.

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 and others interested in furthering its purposes.

We produce a programme for the event that 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 to promote your business and reach  
a huge number of households in the Brockley area.**

There are three individual options – or a combination may be the better business option. 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: £240

Half Page: £120

Quarter page: £60

Eighth page: £30

#### 2 – DONATE

a prize for the raffle

All prizes are welcome, e.g. 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

For £1,000, you will be listed as a Headline Sponsor on the front cover of the Fayre programme with a full-page advert (inside front or back cover).

£500 Sponsors will be listed on the cover with a half-page advert (inside back cover).

Sponsors will be mentioned regularly on the PA system.



**The Fayre has no paid staff and is run entirely by volunteers.  
Could YOU or someone you know be one of the team?**

(PUT an X the box on Pg 2. Section 4)

See [www.brockleysociety.org.uk/volunteer/](http://www.brockleysociety.org.uk/volunteer/) for more about what we do.

**The application deadline for all of the above options  
(including submission of relevant artwork and payment) is 5 May 2024.**

# BROCKLEY SOCIETY



APPLICATION FOR ADVERTS, PRIZES, SPONSORS

DEADLINE 5<sup>TH</sup> MAY, 2024

Your name:	
Name of business:	
Address:	
Email:	
Tel:	

Note: Mandatory contact information. We adhere to GDPR guidelines with your personal data.

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

Please tick the boxes of all that apply

## 1. I wish to advertise in the programme

Advertisement options (please put an X in the box):

Full page (£240)

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

Half page (£120)

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

Quarter page (£60)

90mm x 65mm

Eighth page (£30)

42mm x 65mm

Please copy my previous ad from the 2023 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 (£1,000)

Sponsor (£500)

## 4. I would like to volunteer or I know someone who can

Information: [advertise@brockleysociety.org.uk](mailto:advertise@brockleysociety.org.uk) To volunteer, please email: [info@brockleysociety.org.uk](mailto:info@brockleysociety.org.uk)

## Payment details:

Email your application form to [advertise@brockleysociety.org.uk](mailto:advertise@brockleysociety.org.uk). Invoices will be dispatched by email shortly after.

Deadline for applications, payment and artwork: 5 May 2024

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

Barclays Bank Sort code: **20-18-93** Account number: **3394-7890**

NB: Please include the reference "**Prog24**" 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.

# BROCKLEY SOCIETY



## “General Stalls information sheet” (Non-catering stalls)

Please read this General Stall Information sheet **BEFORE APPLYING**

**Brockley Society welcomes you to the 48th Hilly Fields Midsummer Fayre,** the biggest annual community event in the area. We are developing a green and sustainable policy, using paper instead of plastic and drinks in cans, **not plastic bottles**. **We do not allow** helium balloons or “Silly String” to be sold.

### STALL CATEGORIES

Stalls will be grouped into categories based on what they offer:

1) Community & Services (C&S)	2) Arts & Crafts (A&C) (both outside and in the marquee)
3) Bric-à-Brac (BB)	4) Food-related (F) Pre-packed only (NOT catering or cake stalls)

### PITCHES AND COST

Pitch/Stall	Size	Location	Cost	Amenities
Single pitch	approx 3m x 3m	Outdoors	£25 (£20)	None - bring your own table and chair
Double pitch	approx 6m wide x 3m deep	Outdoors	£50 (£40)	None - bring your own table and chair
Marquee stall*	approx 2.5m (6ft) wide	Marquee	£60 (£55)	Table (6ft) and chair provided

\*Marquee stalls are only for Arts & Crafts (A&C) NB: Prices in brackets are Early Bird rates, valid until 30/4/24

### BOOKING AND PAYMENT - ONLY PREPAID STALLS WILL BE ADMITTED.

1. Email your General Stall Application Form **NO LATER THAN** Friday 14 June 2024 to: [stalls@brockleysociety.org.uk](mailto:stalls@brockleysociety.org.uk)
2. You will receive an email containing your online invoice\* + payment details
3. When you make your payment, you must include the invoice no. & your name as reference **NO LATER THAN** Wednesday 19 June 2024
4. \*Once payment has cleared, your online invoice will show as PAID. The Fayre is organised entirely by volunteers. Please give us time to process your application.
5. In order **to gain entry onto the field, proof of invoice payment is required**, so don't forget to bring a printed copy or have your phone charged up!. Bookings are accepted on a **first-come, first-served basis and are non-refundable**.

We will adhere to GDPR guidelines with regard to your personal data.

### SETTING UP: 9.30-11.30am

- Access is from Tyrwhitt Road. Queue down Tyrwhitt Road, SE4 1QA. **Only 1 car per stall**
- Marquee stalls are pre-allocated.
- Pitches are allocated on arrival by stewards to the next available space in your pre-selected category.
- The stewards' decision is final.
- You must unload and move to the free car park before you set up your stall. Stewards will watch your goods.
- All cars must be off the field by 11.30am
- **CAUTION: FOR SAFETY REASONS** When driving through the field, switch your **warning lights ON**, drive no faster than 5mph

### TAKING DOWN: 5pm onwards

- Although the fayre ends at 5pm, for safety reasons, you **CANNOT BRING CARS ON SITE UNTIL 5.30PM**
- Please take away all your belongings and rubbish from both your pitch and the surrounding area

### GUIDE

- There is **no power supply** or equipment provided.
- **BRING WHAT YOU NEED:** water, sunscreen, bin bags.
- Selling food or alcohol, broadcasting music or using amplifiers or generators are **strictly prohibited**.
- Outdoor pitches: an umbrella or gazebo can be useful.
- A single pitch size is equivalent to a standard gazebo.
- The Brockley Society reserves the right to refuse access to the site.

# BROCKLEY SOCIETY



HILLY FIELDS MIDSUMMER FAYRE, SATURDAY 22 JUNE 2024, 12 - 5PM



The Fayre has no paid staff and is run **entirely** by volunteers.  
Could **YOU** or someone you know be one of the team? (tick the box on Pg 2. Section 4)  
See [www.brockleysociety.org.uk/volunteer/](http://www.brockleysociety.org.uk/volunteer/) for more about what we do.

## APPLICATION FORM: GENERAL STALL BOOKING

### IMPORTANT:

- **BEFORE APPLYING** please read the General Stall Information sheet (previous page)
- This application form is **NOT** for catering stalls
- Complete all sections of the application form in **BLOCK LETTERS**
- You can email your **completed** application.
- Only prepaid stalls will be admitted to the field, and are limited to **ONE VEHICLE PER STALL**

STALL NAME (to go on your invoice):

YOUR NAME (if different):

Please give a brief description of what you plan to sell on the day:

Tick which category you want to be placed in:

1. Community & Services (C&S)       2. Arts & Crafts (A&C) (both outside and in the marquee)  
 3. Bric-à-Brac (BB)       4. Food-related (F) Pre-packed only (NOT catering or cake stalls)

Contact Name\*

Postal Address\*

Email Address\*

Telephone / Mobile\*

\*Mandatory contact information. We will adhere to GDPR guidelines with your personal data.

I/we have read and agree to abide by the conditions on the INFORMATION SHEET

Signed:

Date:

**NB: NO TABLE OR CHAIRS ARE PROVIDED FOR OUTDOOR PITCHES**

Pitch type		£ each	How many?	Total payable
Single outdoor pitch	approx 3m wide x 3m deep	£25 (£20)		
Double outdoor pitch	approx 6m wide x 3m deep	£50 (£40)		
Marquee Stall (Arts & Crafts only)	1 x 6ft table (chair included)	£60 (£55)		

Prices in brackets are Early Bird rates, valid until 30/4/24

Please email your completed application form to: [stalls@brockleysociety.org.uk](mailto:stalls@brockleysociety.org.uk)

The Fayre is organised entirely by volunteers.

Please be patient and give us time to process your application. Thank you!