

# Marketing Guidelines

## Cranleigh Food and Music Festival 2017

*Saturday September 30<sup>th</sup>*

*In aid of Cranleigh Arts Centre, at the hub of the Cranleigh community.*



Cranleigh Food and Music Festival is an annual village wide event coordinated by Cranleigh Arts Centre and Cranleigh Chamber of Commerce. This event raises money for Cranleigh Arts Centre, registered charity (no. 284186). Receiving no public subsidy, the centre needs to raise money, to keep their events and arts programme affordable and maintain the historic building for future generations. The day will consist of food and drink related vendors in the Cranleigh Arts Centre, a food demo stage and a constant stream of live local music. We'd like to invite local businesses to get involved and take advantage of the vast quantity of people this event attracts.

- The Arts Centre will not be sourcing musicians for venues, but we will be collating a festival brochure which will be released in August – send us details of your musicians, or any activities that you have planned and we will include you for a small fee of £25. We will also ensure that your business is mentioned on our social media in the lead up to the event and on the day.
- If you are a local business who are interested in advertising in the A5, full colour brochure – it will be distributed door to door, to 4,000 homes in Cranleigh one month prior to the event. Charges are £200 for a whole page entry, £100 for half a page.
- If you would like to be involved, please only use the official Cranleigh Food and Music Festival logo, (available on request) do not resize or change in any way. If you are designing your own marketing for events, we ask that you have any material checked by the Marketing department at Cranleigh Arts Centre. Please call the office line on 01483 278 001.
- The Arts Centre can provide you with official posters and flyers if you are happy to display this material and advertise your involvement with the Festival, please contact the Arts Centre.
- If your venue has a musician playing, please ask us for a charity bucket to use at your venue, to show your support for the festival.

***Are you interested in being our main sponsor for the festival?  
Contact the Arts Centre for details of how we can advertise your  
business across the festival, in the headline sponsorship slot.***

**Social Media Handles:** Twitter: @cranfoodmusic

Facebook: @cranleighfoodfestival

**Cranleigh Arts Centre:** Tuesday – Saturday, 10am – 4.30pm. 01483 278 001/www.cranleighartscentre.org