



Huntly Hairst Food & Farming Festival

The Hairst Food and Farming Festival takes place on **Saturday 1st and Sunday 2nd September 2012**. This will be its 4th year and, this year, we would like to offer local businesses, not necessarily just food businesses, the opportunity to use the Hairst as a means of promoting their products and services

Hairst publicity is done via flyers widely distributed around 3 weeks prior to the festival, over an area extending from Banff to Duffton and Inverurie to Keith. Some 4,000 people attend over the two days and we give out around 5,000 high quality and durable programmes, many of which are kept well beyond the festival itself. In addition, we maintain a Hairst website which is viewed all year around.

There are a number of ways you could use the Hairst for promoting your business, ranging from advertising in Hairst publicity material, having your banners displayed at the event, sponsoring an event and having it bear your name, having your own stall on one of the days and having a permanent presence on our website. You can of course use a combination of methods to give additional weight to your advertising.

The motivation for setting up the Hairst festival was to help local businesses – not just the food producers who come to the Farmers Market but all the other businesses who rely on footfall for their trade. Many have told us that their trade increases very significantly on market days and even more so on the days of the Hairst Festival. Using the festival opportunity to publicise your products and services will add another dimension to this benefit. We would welcome the opportunity to discuss your ideas for making the most of the opportunity and can be flexible in meeting your needs and at a price you will be delighted with.

We want to make it easy for your business to take advantage of this opportunity and so have kept prices to a minimum.

If you are reading this because you were unable to attend the meeting, email your query or requirements to

uschimitchell@btinternet.com.

In numbers:

THE OPPORTUNITY

8,000 flyers distributed Banff to Duffton, Keith to Inverurie (3 week life)

4,000 people attend (2 days)

5,000 Programmes issued (weeks and months)

Hairst Website presence (all year round)

HOW CAN I USE THE HAIRST?

Advertising on flyers and in programme

Your banners and flyers at the event

Your advertising linked to Hairst publicity

Sponsorship of prizes and events

Website presence

Take a stall to promote your business

Help sponsor the Dragon's Den competition

Create your own event to include in the Hairst programme

WHAT WILL IT COST?

Given how much exposure your message will get, the answer is remarkably little as we see it as part of our mission to support local businesses

A 4.5x 6.75cm advertisement in the programme will cost only £40, or £90 for a 9.5 x 6.75cm advert.

To have a banner in the ring at the Mart will cost £49 only

You can sponsor a competition eg shortbread baking for £55.

Speak to any of the organising team to discuss your needs and to make a reservation to get your business promoted via the festival:

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