

Sheffield Food Festival

2018 Trader Opportunities



About Sheffield Food Festival

Sheffield Food Festival is a celebration of the city's vibrant food scene, showcasing our great local produce, talented chefs, mouthwatering street food and outstanding brewers and distillers. The city's largest free to attend event takes place for its eighth year from 26th - 28th May 2018 in the city centre, spreading across the Peace Gardens, Winter Gardens, Millennium Square, Town Hall Square and Fargate, attracting over 40,000 visitors across the weekend.



Our Artisan Market features food producers and businesses from around Sheffield and further afield, bringing a range of preserves, oils, cakes, cookery books, craft beers, gins, cakes and much more for you to take home and enjoy. At the heart of the festival we have the Theatre Kitchen, featuring top chefs from across the city and showing how to get the best from the great local produce on offer.

The extensive Street Food market is jam packed with delicious treats from local companies; with over 90% of our traders based in the city, it really is a celebration of Sheffield food. The Eats, Treats & Beats Festival Village extends this offer, with a hand picked selection of our very best street food traders open into the night, alongside our stylish stretch tent, al fresco seating, bar stocked by great local breweries and fantastic live music and DJs.



It doesn't end there! The Sheffield Food Festival programme includes plenty of kids activities, to keep little hands and minds occupied whilst families enjoy a day of total food and drink indulgence. And not forgetting that there are many more serious issues raised around food - food poverty, managing food waste, the impact of our food choices on the environment and climate, to name a few - we have the Food For Thought programme of talks and debates to explore these issues.

www.sheffieldfoodfestival.co.uk

www.facebook.com/sheffoodfest

www.twitter.com/sheffoodfest



Sheffield Food Festival is an Events Collective production, developed in partnership with Sheffield City Council's Major Events Team.

info@eventscollective.com



Trader Prices - 2018 Event

Premium pitches are located in the areas of highest footfall at the event, for example the Peace Gardens fountain area, the top of the Pinstone St steps, Town Hall Square and Fargate. Approximate location to be confirmed at offer stage.

All traders are required to supply a refundable cleaning deposit cheque to cover any additional cleaning costs. This should be sent as a cheque by post when you return your legal documents and will be torn up after the event if no additional cleaning is required. Appropriate ground sheets should be in place for all street food traders to avoid the need for deep cleansing. Photographic evidence will be taken before and after the event.

Street Food Market pitch fees

| Type of pitch | | Trading hours | Pitch fee |
|--|----------|---|------------|
| Eats, Treats & Beats pitch (Fargate) | | Fri/Sat/Sun (11am-11pm) Mon (11am - 6pm) | £800 + VAT |
| Street Food pitch | Premium | Sat/Sun/Mon (10am-6pm) | £600 + VAT |
| | Standard | Sat/Sun/Mon (10am-6pm) | £500 + VAT |
| Dessert / beverage pitch | Premium | Sat/Sun/Mon (10am-6pm) | £375 + VAT |
| | Standard | Sat/Sun/Mon (10am-6pm) | £325 + VAT |
| Micro-business / start up (gazebo provided, other facilities can be provided at cost) | | One day trading (10am-6pm) | £165 + VAT |

Artisan Market pitch fees

| Type of pitch | | Trading hours | Pitch fee |
|---|----------|----------------------------|------------|
| 3x3m trading pitch | Premium | Sat/Sun/Mon (10am-6pm) | £295 + VAT |
| | Standard | Sat/Sun/Mon (10am-6pm) | £250 + VAT |
| 3x3m gazebo hire | | | £50 + VAT |
| Table hire | | | £15 + VAT |
| Traditional market stall (inc 2.5m x 1.3m, metal framed, integral table & canopy) | Premium | Sat/Sun/Mon (10am-6pm) | £280 + VAT |
| | Standard | Sat/Sun/Mon (10am-6pm) | £240 + VAT |
| Micro-business / start up (inc 2.5m x 1.3m, metal framed, integral table & canopy) | | One day trading (10am-6pm) | £80 + VAT |

Opportunities for your business at Sheffield Food Festival

Sheffield Food Festival can provide a range of opportunities that can help you to build your business and increase your reach, whether that is through **promoting** your products and services, **engaging** with customers and potential future customers or through making **direct sales**.

Promotional opportunities

The opportunities to promote your business through involvement in Sheffield Food Festival extend way beyond the weekend of the event itself. We have a proactive and content driven approach to our marketing, making full use of social media and a comprehensive website alongside more established channels such as print marketing, roadside advertising and strong relationships with local media.

We have a range of different ways to feature your business in our marketing, for example:

- guest blogs on our website shared through social media channels
- newspaper and radio features
- articles, adverts or editorial in the new event programme
- online competitions and promotions.

Our main sponsors will have their logos and branding included on all print and online marketing, and will have branded materials on display at appropriate locations in the event itself.

100% of traders who responded to our 2017 evaluation agreed that Sheffield Food Festival was a good opportunity to promote their product, with over 85% of street food traders and 75% of artisan market traders strongly agreeing with this statement. 88% of all event participants agreed that the marketing for Sheffield Food Festival was good, with 44% strongly agreeing.

Engagement opportunities

Sheffield Food Festival provides a rare opportunity to engage with a large number of people from a variety of backgrounds who are passionate about food and drink. This may range from existing loyal customers keen to find out more, to people who may know nothing at all about the products and services that you offer.

There are a range of ways that you can engage directly with new and existing customers at Sheffield Food Festival, for example:

- Having a promotional stand, with opportunities for attendees to meet and talk with expert staff, sample produce or watch a mini-demonstration;
- Participating in chef demonstrations, either through delivering a demo or through partnering with a chef to showcase and talk about your produce.
- Participation in our 'Food for Thought' talks and debates programme, looking at wider issues around food.
- Providing staff or produce to support a children's activity or workshop.

Sales opportunities

Trading in the markets runs from 10am - 6pm on Saturday, Sunday and Monday, with extended street food trading possible as part of the Eats, Treats & Beats Festival Village, which begins on the Friday and opens into the evenings.

Sheffield Food Festival attracts over 40,000 visitors across the weekend and the evaluation of the 2017 event showed just how well our traders can do. When asked to rate the statement 'based on your experiences, I would recommend participating in Sheffield Food Festival to other businesses', almost 95% of street food traders responded that they strongly agreed, with over 90% of artisan market traders agreeing with this statement.

Sponsorship opportunities

We also have a range of sponsorship packages available, please contact Laura Holmes or Bob Worm at Events Collective to discuss further.

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