



12th June to 26th June 2021

WHAT IS FIVER FEST?

The Fiver Fest is part of a nationwide volunteer-led organisation called Totally Locally which supports small independent businesses to come together to create a more vibrant, stronger and resilient town by encouraging the community to think and act locally.

Fiver Fest is being organised by InFaversham.co.uk (the website about local businesses for people who shop in Faversham) which is run by volunteers

HOW DOES IT WORK?

Businesses taking part put on special £5 offers over 2 weeks, to show the diversity and value of what they sell, and to say thank you to the communities that support them.

Businesses come together to support each other, share each others offers, create maps, do trails, work on PR – everything to get people moving around the town, and discovering their local independent shops.

AN OPPORTUNITY...

This is not about just selling £5 things. It's an opportunity for you to get people through the door who haven't ever stepped foot in your business be it physically or virtually. It should also encourage those who haven't been to you for ages. What you do when they get there is up to you.

Don't worry if you don't sell a lot of your special offer. It's not about that (your offer may not be right for everyone, or they may already have one).

Just notice how many more people come into your shop, how many are talking about the campaign and how much press coverage you get.

£5 OFFERS

Offers should be something with a £5 spend to tie in with the £5 message (don't use discounts like £5 or 5% off), something discounted from a usual price of at least £7/8, but the bigger the discount the better! Businesses not on the high street such as services, fitness etc can offer introductory services to get new clients on board. Make the offer for something brill, not just old stock you are trying to shift.

You are giving people an excuse for them to explore your town and find out about all the great businesses that are there. So make it a brilliant offer! The better it is, the more you will sell, but the more people will

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think about your shop in the future as somewhere to get good quality, interesting stuff. Some shops even change their offer as they go along, or have a few different ones from the start.

Think of it as an investment into advertising your business. It's that simple.

WHAT WILL I GET OUT OF IT?

Apart from a fantastic opportunity to engage and take part in helping to revive the town, you will be part of a National Campaign and get all the promotion, PR, and media opportunities that go with it.

You will get posters to put in your window, trail maps of all the businesses taking part to giveaway, a stack of Dis-Loyalty* cards and merchandise (optional purchase) like our lovely tote bags (how about putting together a fab goody bag?) to promote the campaign. Lots of local media coverage via Faversham Fiver Fest Faversham's social media pages and via InFaversham's website and social media pages. Oh and of course sharing and mentions on everyone else's social media who takes part and gets involved. It'll be a blast.

HOW MUCH DOES IT COST TO BE INVOLVED?

As Fiver Fest Faversham is self funded we are asking for businesses to contribute £10 to take part, this is to cover the costs of advertising the event.

Please send payments to the following bank account:

InFaversham

04-06-05

14512748

WHERE DO I SIGN?

Just fill in your details on the attached form, and return to fiverfestfaversham@gmail.com and we'll do the rest!

www.totallylocally.org

www.infaversham.co.uk

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YEAH! COUNT ME IN!

NAME AND ADDRESS OF BUSINESS	
CONTACT NAME	
EMAIL ADDRESS	
WEBSITE AND FACEBOOK DETAILS	
FIVERFEST OFFER	
SIZE OF POSTER REQUIRED AND QTY (A4, A3, A2)	
I WOULD BE INTERESTED IN BUYING ADDITIONAL MERCHANDISE, PLEASE SEND ME MORE INFORMATION AND PRICE LIST	

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