

Fiver Fest Faversham

9th – 22nd October 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 Faversham Town Council and InFaversham (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 things for £5. It's an opportunity for you to get people through the door who haven't ever stepped foot in your business before, 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 brilliant, 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 and the more people will

VISIT FAVERSHAM

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 receive all the promotion, PR, and media opportunities that go with it.

You will get lots of local media coverage via 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. We are unable to take cash payments, so please pay via BACS or by cheque made payable to Faversham Town Council.

Please send BACS payments to the following bank account:

Account Name: Faversham Town Council
Account Sort Code: 30-64-57
Account Number: 71719160

When making payment please quote the reference **FF1021** – many thanks.

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!

The deadline to take part to guarantee you are included in this great opportunity is 29th September 2021 – so sign up today to avoid disappointment!

www.totallylocally.org

www.infaversham.co.uk

VISIT FAVERSHAM

Faversham Town Council, 12 Market Place, Faversham, Kent ME13 7AE
T: 01795 503286 E: claire.windridge@favershamtowncouncil.gov.uk www.visitfaversham.org

Fiver Fest Faversham

9th – 22nd October 2021

PLEASE COMPLETE & RETURN THIS FORM NO LATER THAN 29th SEPTEMBER 2021

You can email it to us at fiverfestfaversham@gmail.com or print off and post it to us at the address on the footer below.

Name of Business: _____

Address of Business: _____

Contact Name: _____

Phone Number: _____

Email Address: _____

Website URL: _____

Facebook Page: _____

Size of Poster Required:

(please tick as appropriate):

A4

A3

A2

Fiver Fest Offer Details: _____

I would be interest in in buying additional merchandise,
please send me further details and a price list.

Yes

No

(please tick as appropriate)

VISIT FAVERSHAM

Faversham Town Council, 12 Market Place, Faversham, Kent ME13 7AE

T: 01795 503286 E: claire.windridge@favershamtowncouncil.gov.uk www.visitfaversham.org