



friends of
age exchange
presents their 8th annual

BLACKHEATH CHRISTMAS FAIR
Blackheath Halls | 29 November 2020

STALLHOLDER APPLICATION FORM

ABOUT THE FRIENDS OF AGE EXCHANGE & CHRISTMAS FAIR:

The Friends of Age Exchange work to raise funds for Age Exchange - the UK's leading reminiscence charity - whose mission it is to transform lives through Reminiscence Arts. Age Exchange's goal is to reduce isolation and loneliness of people with dementia, to maintain their health and wellbeing and to support their carers. Age Exchange runs daily dementia groups, makes home visits, and operates a not-for-profit café and community library.

- The much-loved Friends of Age Exchange Blackheath Christmas Fair is one of the most buzzed-about events during the local Christmas season, held at the prestigious Blackheath Halls.
- The Fair brings together 2,000-3,000 visitors along with specially selected crafters, artisans, and designers selling a wide range of handmade and unique gifts, making it the perfect place for Christmas shopping. There's something for everyone, to suit all pockets.
- Public entrance to the Fair is £2.50.

STALLHOLDER COMMITMENT: We are looking for a mix of engaging and diverse stalls to create a high-quality festive experience. Quality is paramount followed by price, as visitors are from mixed incomes. **The Blackheath Christmas Fair is one of the Friends of Age Exchange major fundraising events of the year and as such we ask for 5% of takings under £850 and 10% over £850.** This will be collected at the end of the Fair. **We also ask for a small prize for the Christmas Fair tombola (value <£5).**

LOCATION: All sellers will be in the Great Hall. To increase variety, **ALL pitches will be SINGLE** except for those selling books or clothing i.e. garments not accessories. There will not be room for pop-up banners.

PROMOTION: We run a well organised advertising campaign in the local area, including newspapers, schools, and online, with printed postcards delivered to 9,000 local residents. We have over 7,000 followers on our social media platforms (Twitter, Instagram, FB) plus a dedicated Blackheath Christmas Fair page in the Friends section of www.age-exchange.org.uk. We hope that you will help promote the Friends of Age Exchange Blackheath Christmas Fair.

STALLHOLDER APPLICATION INFORMATION & GUIDELINES: DEADLINE – 24th April 2020

How to apply: There are **two** ways to submit your entry:

1. **Electronic applications:** email application and photos to friendsofageexchange@gmail.com
2. **Paper applications:** post to 'Jay Johnston/Christmas Fair Application'
Age Exchange, No 11 Blackheath Village, London SE3 9LA

Application to include:

- Signed application form
- Copy of public liability insurance (£5 million indemnity)
- Photos: 3x jpgs of single stock images (300x300px, 300dpi, <50k), PLUS 1x photo showing your table presentation at a fair (300x300px, 300dpi, <50k)
- Food hygiene license (if applicable)

All applicants will be sent an email by the end of May with a decision.

The Friends of Age Exchange thank you for your interest in the Fair