



MALTON FOOD LOVERS FESTIVAL

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Blue Wren

ABOUT THE FESTIVAL

- ◆ Launched in 2009 to raise profile of Malton
- ◆ Local food is the primary theme
- ◆ 100 food stalls, beer and wine festival, two cookery theatres, family entertainment
- ◆ Attracts around 10,000 people over two days
- ◆ Delivered by Fitzwilliam Estate with consultancy partners
- ◆ Now established as one of the major food events in Yorkshire

LOCAL BUSINESS ENGAGEMENT



PRODUCERS MARKET



COOKERY THEATRE



BEER & WINE FESTIVAL



OTHER ENTERTAINMENT



MARKETING COMMUNICATIONS



LOGISTICS



HOW TO GENERATE REVENUE

- ◆ Producer charges – retail and catering
- ◆ Charge for admission and activities
- ◆ Charge for car parking
- ◆ Sponsorship
- ◆ Public funds
- ◆ Affiliate marketing

6 FUNDAMENTALS FOR A SUCCESSFUL EVENT

1. Decide what you are doing for and ensure all activities contribute
2. Do fewer things well
3. Volunteers have less commitment
4. Remember event visitors are your primary target audience
5. Food stalls alone do not make an event
6. If you don't tell people they won't come

WHO WE ARE



- ◆ Event management and planning
- ◆ Digital marketing
- ◆ Logistical and compliance support
- ◆ Local business engagement

www.bluewren.co.uk



- ◆ Public relations
- ◆ Brand development and marketing communications

www.jenicropper.co.uk

Ian Shepherd Associates

- ◆ Event management and planning
- ◆ Local business engagement
- ◆ Brand development
- ◆ Fundraising

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