

The Biggar Little Festival 2020

A SMALL TOWN AT LARGE

Please can you provide 2 jpeg images that can be used for social media campaigns	
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Completed by:

Date:

THANK YOU FOR COMPLETING YOUR REGISTRATION FOR BIGGAR LITTLE FESTIVAL 2020

Please send your completed form to Tracey McMaster at tracey@biggarlittlefestival.com or 14 Moss Side Road, Biggar ML12 6GF by **Monday 7th September 2020**.
Where possible please send completed form and images by e-mail.

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NOTES ON EVENT REGISTRATION

Please see the attached guidance notes on the Biggar Little Festival Virtual Craft Fair. If you decide to register for this event there will be further guidelines on how to upload your work to Folksy if you decide to sell through this outlet.

Please make sure that you read these notes before completing your Registration Form. If you're not sure about any of the information asked for on the form, please contact Tracey McMaster on 07855727037.

Deadline for Registrations

The deadline for registering your event for this year's Biggar Little Festival is **Monday 7th September 2020**. This is essential to give the Committee adequate time to co-ordinate and finalise the marketing schedule.

Advertising Materials

Please can you provide photos which could be used to promote your event, Please ensure that you have the permission of those appearing in the photo.

Thank you for your co-operation – we're looking forward to your involvement in Biggar Little Festival 2020.

Please return the completed form to:

Tracey McMaster at tracey@biggarlittlefestival.com or 14 Moss Side Road, Biggar, ML12 6GF.
Biggar Little Festival Committee

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Biggar Little Festival Virtual Craft Fair

The Biggar Little Festival Virtual Craft Fair will be a virtual event celebrating the talents of our local artisans, crafters and producers with goods for sale. It takes place in lieu of the Craft Fair event in 2020 (usually part of the Biggar Day Out) and is a response to the challenging conditions occasioned by the Covid 19 pandemic.

The Virtual Craft Fair will be fully inclusive. It will also allow all members of the community to participate and avoids the many practical challenges of indoor gatherings and access to local venues.

About the Virtual Craft Fair

The Virtual Craft Fair will be presented via a dedicated page on Biggar Little Festival' website www.biggarlittlefestival.com and will run for one month, from **Saturday 24th October to Sunday 22nd November**.

Selling Online

Biggar Little Festival appreciates that some individuals and small businesses may not be set up for online sales right now. To assist vendors further, BLF have teamed up with online sales platform Folksy.com. Folksy.com is a UK based sales platform specialising in the sales of handmade gifts and original artwork, **sold directly by the artists and designers who have created them**. Subscribers pay a monthly fee to Folksy.com to use the sales platform, and are charged a commission of 6% plus VAT on any sales generated.

BLF have negotiated a 4-month free trial of Folksy.com's Plus plan which is available to all vendors taking part in the Virtual Craft Fair (with 3 months being subsidised by BLF and the remaining 1 month being subsidised by Folksy.com). To find out more about selling on Folksy.com please visit <https://folksy.com/selling>.

It is the responsibility of the Vendor as the seller to complete a binding contract with the consumer. Contracts that are formed via the internet are legally binding and enforceable when the following conditions are satisfied: offer - one party must contract with the other, e.g. offer to buy goods acceptance - the other party must expressly accept the offer.

Please note: You do not need to have an online shop or be signed up to Folksy.com to participate in the Virtual Craft Fair. Everyone is warmly welcomed.

Delivery of Goods Sold Online via the Virtual Craft Fair

Craft Fair vendors will be fully responsible for the delivery of all items purchased online to customers. The delivery method will be of the vendor's choosing and the relevant delivery information must be provided alongside the items offered for sale online.

To assist with the delivery process, BLF hopes to identify a "pick up point" on Biggar High Street that could be used as an alternative to hand delivered, couriered or posted items.

Promotion of the Virtual Craft Fair

One of the biggest challenges of doing any event "virtually" is ensuring it is seen online and that it attracts a high volume of visitors. Biggar Little Festival will be investing in a combination of email marketing, social media advertising, social media promotion and google ads to achieve the necessary visibility for the event. To keep interest going during the month-long period, the fair will be promoted weekly by BLF, with a focus on the weekends.

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Dates for Virtual Craft Fair

The Virtual Craft Fair will be launched on Saturday 24th October the event will run for one month finishing on Sunday 22nd November.

Cost of the Virtual Craft Fair

The cost of running the Virtual Craft Fair is **£1050** and Biggar Little Festival is asking vendors to pay a fee of **£20** to participate.

The fee of £20 represents excellent value covering all advertising and promotion, an optional subscription to Folksy.com (worth £20) and the administrative support of the Biggar Little Festival Administrator and volunteers.

Future of Biggar Day Out and the Craft Fair - 2021 and beyond

Biggar Little Festival remains fully committed to the Craft Fair as part of Biggar Day Out. There is huge value in bringing the community together, celebrating creative talent, and supporting local businesses. We very much hope that we can bring audiences the Biggar Day Out they know and love in 2021. However, if the Virtual Craft Fair is a hit with vendors and audiences alike, we may consider bringing back this event too!