

THE CHEESE & CHILLI FESTIVAL

2020 Event Prospectus

Chilli Festival | Cheese Festival | MAN V FOOD Challenge | Entertainment

Chilli Eating Competition | Chilli Sauce Competition | Cheese Tasting Competition

Craft Stalls | Retail Stalls | Real Ale Festival

PLUS MUCH MORE...



Introduction

Welcome to the Cheese & Chilli Festival Prospectus. This document is designed to give you a bit more information about the events so that you can make an informed decision about whether or not you'd like to get involved with the Cheese & Chilli movement happening around the South of England.

33rd *Management Ltd* was created in order to manage the festivals and is a family business owned by Simon and Kerry Stewart. The number of venues has increased since 2014 along with the attendance figures. The reputation of the events is what is making it stand out from the others as we are committed to providing an excellent event which is well organised, safe and very much affordable for all attending.

MISSION STATEMENT:
TO PROVIDE FIRST CLASS FAMILY EVENTS WHICH ARE FUN, SAFE AND AFFORDABLE.

THE FESTIVAL:

- 2 Day Family Festival (Saturday & Sunday)
- 10am - 7pm Saturday
- 10am - 5pm Sunday
- Daily schedule involving live music, chilli eating competitions, demonstrations, talks, real ale festival, cider bar, children's fun rides, inflatables, treasure hunts, Punch & Judy, entertainers, craft fair, man V food challenge, taste tents, chilli sauce competitions plus more.

DEMOGRAPHICS

All four areas are very well populated.

CHRISTCHURCH:

45,800 residents

GUILDFORD:

66,733 residents

SWINDON:

209,156 residents

WINCHESTER:

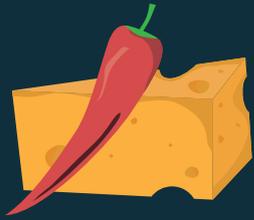
44,714 residents

All areas have a high percentage of Social Grades A-C1.

IN 2019 WE SAW APPROXIMATELY 40,000 ATTENDEES ACROSS ALL EVENTS.

2020 ADDITIONS INCLUDE:

- A voucher scheme for all attending guests giving them the opportunity to recover their entry fees by making purchases around the site.
- An improved live music experience.
- Free Crazy Golf
- Free Human Sized Table Football
- VIP / Corporate experiences
- New arena layouts allowing for a family zone.
- Plus lots more to come.



EVENT DATES



Christchurch

6th & 7th June



Swindon

4th & 5th July



Guildford

18th & 19th July



Winchester

15th & 16th August

Attendance Numbers





What's happening

As usual, at the shows there will be loads happening for all members of the family around the events including;

-  Chilli Festival
-  Retail Stalls
-  Free Live Music
-  Free Magic Shows
-  Cheese Festival
-  Kids Fun Fair
-  Free Cooking Demonstrations
-  VIP Area
-  Real Ale Festival
-  Free Crazy Golf
-  Free Advice Clinics from chilli professionals
-  Family Zone
-  Cheese Tasting Competition
-  Free Chilli eating Competition
-  Free Wine and Cheese Tastings
-  Chilli Sauce Competition
-  Free Street Performances
-  Face Painting
-  PLUS MUCH MORE
-  Craft Stalls
-  Inflatables

Each site has been chosen specifically for their reputation as well-known events sites.

THE SITE LOCATIONS ARE:

- | | | |
|--------------|---|-------------------------------|
| Christchurch | - | Hurn Equestrian Centre |
| Swindon | - | Lydiard Park |
| Guildford | - | Shalford Park |
| Winchester | - | North Walls Recreation Ground |





Benefits

We are looking to work closely with our traders as they are the 'Stars of the Show'. If you think we need to provide something, let us know and we will do our best to accommodate.

The event is an outdoor event located on a grass surface. The events are often open to the elements and can be quite windy. Traders are required to supply a gazebo or similar for cover. The layouts in 2020 will reflect what we did at the end of 2019 by creating a thoroughfare for the public ensuring that all the traders see all the guests. We also provide space between each stallholder for customers and traders to move around the stalls freely.

We select the venues which allow each trader ample room for customers to move around the stalls without being too enclosed.

OTHER ADVANTAGES OF OUR EVENTS INCLUDE:

 Estimated attendance figures of 5000+ people at each event

 Local media coverage including radio, local publications, event publications and national outlets.

 24hr technical support

 All day security

 Grass Pitches

 Approx 6,000 followers on Facebook and Twitter combined

 Ample space around each stall On-site parking

 Ongoing marketing on your behalf in the build up to your event via Facebook and Twitter

 Event sponsorship opportunities

 Electrical Hook Up

 Approx 45,000 customers in the summer of 2019

 Overnight security

All traders will be added to our website as a further means to advertise the products as well as having the opportunity to showcase their business on the general event programme.

There will be prizes for public events/shows offering opportunities for traders looking to generate a bigger profile over the weekend and with the expected numbers to be in excess of 5000 people, we feel the event will be a great platform for the traders.

We are available to answer any further questions that you might have and we hope to see you at one or all of the shows.

Endorsements

Evening Simon,

Thank you for having us at your cheese and chilli events in 2017. We thoroughly enjoyed Christchurch & Winchester, we wouldn't hesitate to come back next year.

Lorna & myself have already discussed in 2018 one of the things we would love to do is solely commit to most, if not all of your events. I hope you would love to have us again and I wish you the best for the rest of 2017.

If you could send us potential dates when you have them we can plan around you.

Kind regards

Oliver Grubb & Lorna Bowmer
Ministry of Fudge

Hi Simon,

Just wanted to drop you a quick email to say how much we enjoyed trading at our first Cheese and Chilli Festival with you this weekend at Christchurch. All your staff were lovely and friendly and helpful, and the event had a great relaxed feel to it as traders, which other events we have attended do not!

Good evening Simon.

Just a quick email to say it was my pleasure to work for you in 2017.

With your laid-back self to Phil and the girls as well as the old bloke LOL.

You are the most professional and easy-going team and business that I've worked for in many a year.

Don't get me wrong if you don't want me back next year.

Have me back to work in 2 or three years time.

But please keep me in mind okay.

I look forward to your return email for any dates that you may want me for .

Take care.
all the best.
kindest regards.

Jez Avery.

Sincerely

Simon Stewart

Director, 33rd Management Ltd.

T: **07776 255199**

W: **www.cheeseandchillifestival.com**

E: **admin@cheeseandchillifestival.com**

