



THE
CHEESE
& CHILLI
FESTIVAL

2023 Event Prospectus

Chilli Festival | Cheese Festival | Chilli Eating Competition | Live Music

Chilli Food Challenge | Cheese Sauce Competition | Cheese Taste Competition

Craft Stalls | Retail Stalls | Real Ale Bar | Cider Bar

Crazy Golf | Punch & Judy | Magic Shows | Fun Fair

PLUS MUCH MORE....



Introduction

Welcome to the Cheese & Chilli Festival Prospectus. This document is designed to give you 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 festivals and is a family business owned and operated by Simon & Kerry Stewart which has been in existence since 2014. The reputation of the events is what is making us stand out from the others as we are committed to providing excellent events which are well organised, safe and very much affordable for the whole family.

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

THE FESTIVAL;

- * 2 Day Family Festival (Saturday & Sunday)
- * 10am - 5pm each day
- * Daily schedule involving live music, chilli eating competitions, demonstration talks, real ale festival, cider bar, children's fun rides, inflatables, treasure hunts, punch & Judy, entertainers, arts & crafts, chilli challenges, taste tents plus lots more.

DEMOGRAPHICS

All FIVE areas are well populated.

CHRISTCHURCH:

45,800 residents

WINCHESTER:

44,714 residents

SWINDON:

209,156 residents

CHICHESTER:

26,795 residents

GUILDFORD:

66,733 residents

IN 2022, WE SAW APPROXIMATELY 25,000 ATTENDEES ACROSS THE 4 EVENTS.



2023 EVENT DATES



Christchurch

20th & 21st May

next to the Hurn Bridge
Equestrian Centre, Hurn,
Christchurch, Dorset, BH23 6AD



Winchester

3rd & 4th June

North Walls Recreation Ground,
Devils Island, Gordon Road,
Winchester, SO23 7EF



Swindon

24th & 25th June

Lydiard Park, Lydiard Tregoze, Swindon, SN5 3PA



Chichester

1st & 2nd July

Oaklands Way, Chichester,
West Sussex, PO19 6AP



Guildford

15th & 16th July

Shalford Park, Shalford Road,
Guildford, Surrey, GU4 8BL



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
 Cheese Festival	 Kids Fun Fair	 Free Cooking Demonstrations
 Real Ale Festival	 Free Crazy Golf	 Free Advice Clinics from chilli Professionals
 Cheese Tasting Competition	 Free Chilli Eating Competition	 Face Painting
 Free Chilli Sauce Competition	 Free Street Entertainment	 Free Magic Shows
 Arts & Craft Stalls	 Inflatables	

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





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, please 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 2023 will reflect what we did in 2022 by creating a thoroughfare for the public ensuring that all traders see all the guests. We also provide space between each stall holder for customers and traders to move around the stalls freely.

OTHER ADVANTAGES OF OUR EVENTS INCLUDE;

 Estimated attendance figures of 5,000+ people at each event.

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

 24hr technical support

 All day and night security

 10,000 leaflets distributed locally.

 Grass pitches

 Approx 10,000 followers of social media

 Ample space around each stall.

 Ongoing marketing on your behalf in the build up to your event on social media.

 Event sponsorship opportunities

 On-site parking

 Approx 30,000 customers annually.

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/offering opportunities for traders looking to generate a bigger profile over the weekend and with the expected numbers to be in excess of 5,000 people, we feel the event will be a great platform for you traders.

We are available to answer any further questions that you might have and we hope to see you at one or more of the shows in 2023.

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 the dates when you have them we can plan around you.

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 & 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 3 years time, but please keep me in mind.

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

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