

# THE CHEESE FESTIVAL & CHILLI

## 2024 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....**



**Christchurch - 18th & 19th May**

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



**Winchester - 1st & 2nd June**

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



**Chichester - 22nd & 23rd June**

(Oaklands Park, Oaklands Way, Chichester, West Sussex, PO19 6AP)



**Swindon - 6th & 7th July**

(Lydiard Park, Lydiard Tregoze, Swindon, SN5 3PA)



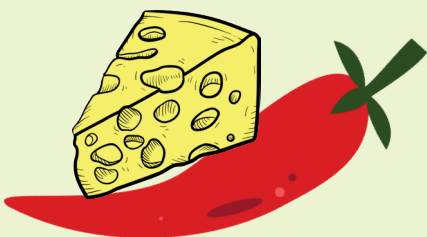
**Guildford - 20th & 21st July**

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

*Sincerely*

Simon Stewart  
Director, 33rd Management Ltd.

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# 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.

**IN 2023, WE SAW APPROXIMATELY 45,000 ATTENDEES ACROSS THE 5 EVENTS.**

## THE FESTIVAL:

- \* 2 Day Family Festival (Saturday & Sunday)
- \* 10am - 6pm Saturday
- \* 10am - 5pm Sunday
- \* 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

## DEMOGRAPHICS

All FIVE areas are well populated.

**CHRISTCHURCH:**  
45,800 residents

**WINCHESTER:**  
44,714 residents

**CHICHESTER:**  
26,795 residents

**SWINDON:**  
209,156 residents

**GUILDFORD:**  
66,733 residents

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

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.

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.



## 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 2024 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

 Grass pitches

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

 Approx 10,000 followers of social media

 Ample space around each stall.

 Approx 30,000 customers annually.

 Event sponsorship opportunities

 On-site parking

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 2024.**