

# Traders/businesses:

## Submitting your event for inclusion in the What's on Guide

This information sheet is for a *trader or business* planning an event that wishes to have it featured within our What's on Guide, which promotes the four-day festival programme.

### The space you receive

A listing will provide details of the date/time/venue and summary of your event

*Example taken from the  
2013 What's on Guide*

**12:00 | Antenna Café Thing**  
**Café Sessions Alight Here special**  
Stay floating on the festival  
vibes with a BBQ and luminous  
live music from Breezy Lee  
& The Spaceshipman, The  
Lovebirds, The No Frills Band,  
Franck Alba, Dani Cali, Nina  
Walsh and more TBA. Limited  
capacity, arrive early to avoid  
disappointment.

### Distribution

- The What's on Guide will have a print run of 8,000
- It will be distributed throughout Crystal Palace and the surrounding areas prior to and during the festival
- The What's on Guide will be embedded on the festival website. In 2013 this had 13,000 unique visits during festival week
- Your event will be mentioned in pre-event social media activity (Jan. 2014 stats: 2,024 Festival Twitter followers, 1,633 Facebook likes)

### Cost, deadlines and who to contact

1. Cost of a listing - £25 up to 40 words, POA over 40 words

*NB. If you are a sponsor this will be included in your sponsorship package*

2. What's on Guide submission deadline: **5pm on 4 April 2014**
3. Send all programme listing information to [info@crystalpalacefestival.org](mailto:info@crystalpalacefestival.org) by **5pm on 4 April** at the very latest.

Continues...

## Additional marketing opportunities

**Traders:** From mid June the festival team will distribute festival template posters (as 2013) to all businesses who wish to have one, to help promote your event. Simply write the details on the poster and stick it in your window!

**Sponsors:** There are a wealth of sponsorship opportunities available, which provide an array of marketing opportunities, from branding on posters, signage, higher profile on our website... Please visit the 'Taking part' tab on our website

If you have any marketing enquiries please contact [marketing@crystalpalacefestival.org](mailto:marketing@crystalpalacefestival.org)

### Please note:

- The festival team can only offer a marketing platform through the What's on Guide, website and social media, not organisational support for your event, due to limited resources and volunteers
- If you are organising an event please get in touch with the marketing team who can provide a number of different resources, including our logo. All we ask is that you follow the guidelines supplied with it
- Only venues and traders who are sponsors, advertisers or are putting on an event during the festival will be featured on the festival map due to space constraints

Many thanks

**The festival team**