

# FARMFEST

## CHARITY PARTNER INFORMATION

Farmfest is a fiercely independent, 5,000 capacity music and arts festival located in stunning Somerset countryside. Priding itself in good times for good people; Farmfest offers small charities a platform to fundraise in a unique and entertaining environment.

This year we are looking to work alongside one charity to form a strong relationship with, in the hope we can make a bigger difference for you, not just through funds raised by us and our ticketing partner but through support and awareness to get your charity's voice heard.

For those charities taking their first steps in working alongside festivals, we can give you a helping hand to branch out into your potential future, working with other festivals and organisations in fresh and exciting ways.

In 2016 we raised over £8000 for our charity partners. For more information about Farmfest, please head to our website [farmfestival.co.uk](http://farmfestival.co.uk)

### OUR TICKETING PARTNER

Party For The People are a UK based social enterprise and not-for-profit online ticketing platform that set out to raise funds for charities all over the world in collaboration with events and festivals.

50% of the booking fee from each ticket purchased through Party For The People will be donated to our chosen charity partner for 2017. In 2016, Farmfestival & Party For The People raised over £5000 in booking fees alone.

On top of the part PFTP plays in fundraising, there are many imaginative ways that you and Farmfest could help raise money and awareness for your charity at the festival itself and we look forward to hearing as many creative ideas as you can come up with. We can't promise we will be able to facilitate every idea, but it's better to start big!

### OUR PARTNERSHIP VISION

As with all partnerships, it is about us working together and building rapport, which is why we ask in return that you would spread the word of Farmfest and bring something distinctive to our festival.

WHAT WE DO	WHAT YOU DO
Raise awareness for your charity via Press Releases, Social Media and Launch Parties	Raise awareness of Farmfestival
Assist and support with ideas and the assembling of your on-site activities	Active Social Media i.e Facebook, Twitter, Instagram
Offer a free pitch or area to carry out your on-site activity	Run a creative customer focused event or stall that also mirrors your charity's ethos
Provide photographers to capture your charity in action on site	Post event; Credit on social media of what you did and how much you raised
Raise money through various platforms that will contribute to overall fundraising	Post event; Submit a short debrief to our events managers on your experience.

## FESTIVAL DATES

The successful charity must be available to set up, run and pack down their activity and/or stall from Thursday 27th July until Sunday 30th July.

## HOW TO APPLY

If you like the sound of working alongside us this summer, then you will find our Charity Partnership Application Form [HERE](#)

Struggling for ideas? Here are examples of what previous charity partnerships have brought to Farmfest over the years.

### Send a Cow

Send a Cow's main vision is to give communities and families in Africa the hope and the means to secure their own futures from the land.

Send a Cow were provided with a stall to run a number of village fete and farm-themed games to raise awareness of their charity and capture the spirit of Farmfest for our younger audience.

### The Little Paper Slipper

The Little Paper Slipper is a small charity that 'Gives a creative voice to women affected by domestic abuse, and makes that voice heard'.

They designed and built their very own Little Paper Slipper House and invited festival-goers inside for tea, cake and a look around their miniature gallery to find out more about what they do.

### Given To Live

Given To Live is a charity that makes going to live music possible for the vulnerable and excluded who would otherwise be unable to attend due to physical, mental or emotional issues.

Given To Live were invited to Farmfestival to fundraise as on-site butlers helping people with their luggage and also had the opportunity to invite people to the festival who had benefited from the charity's work.

## **Stay Up Late**

Stay Up Late is a grassroots charity promoting the right for people with learning disabilities to have a choice about how they live their lives.

Stay Up Late provided glitter-punk makeovers from their stall, getting people into the festival spirit.

**A HUGE THANK YOU TO ALL CHARITIES, HARD WORKERS AND FESTIVAL-GOERS IN HELPING US RAISE OVER £8000 AT FARMFEST 2016!**