

THE LOCAL FOOD FESTIVAL

PROSPECTUS

2023

A large crowd of people is seated at long wooden tables outdoors, enjoying a food festival. In the background, there are food stalls with awnings and lush green trees under a clear blue sky. The scene is vibrant and social, with people engaged in conversation and eating.

Food & Drink Marketplace Entertainment

The Local Food Festival Limited

About Us

Bringing the best food, drink and entertainment to your doorstep



We have over 15 years experience in hosting events and six years of dedicated food festivals behind us.

The Local Food Festival brand started life back in 2016 after having successfully held The Surrey Food Festival at Old Deer Park, Richmond. Since then, additional festivals have been added to the calendar with the Middlesex Food Festival in 2018, Chilli & Beer Festivals in 2019, additional venues in 2022 and now Beer & Music dedicated festivals.

The Local Food Festival is the brainchild of Steve O'Neill who, with his like-minded team, have the same vision; to bring local communities together for an affordable, family-friendly, exciting, fun-filled event.



Steve O'Neill takes a hands-on approach, making sure vendors and attendees have the best experience possible at all of our festivals

Why People Love Us

We love what we do as much as we do food



LOCALS LOVE US
Keeping our festivals close to home, we work hard to deliver the best experience, both for our local traders and attendees.



DIFFERENCE
Although we focus on the food, we look to put on the best events by providing a varied repertoire.



Well Rated
Our events are extremely well attended - and just as highly rated. The regular attendance of many vendors and attendees is proof of our success. In fact, many vendors sign up to the whole year of events.



BRAND ENGAGEMENT
Over the years our brand has gained a loyal following and respect. It is therefore ideally placed to introduce brands we trust to our clientele.

Our History

2011
All In One Events Ltd founded by Steve O'Neill

2016
The Surrey Food Festival born at Old Deer Park, Richmond

2018-19
The Middlesex Food Festival and Beer & Chilli Festivals introduced

2019
Chef demonstration theatres are introduced

2020
Windsor added to the Food and Chilli festival calendar

2022
Beer & Music Festivals added to our calendar

Our Food Festivals

Fun, food and entertainment for the whole family

Over all our Local Festivals there really is something for everyone. It's not just about food and drink; a packed entertainment schedule awaits. It doesn't matter if you're six or 60 there is something at our festivals for everyone!

Local and national businesses will be showcasing an exquisite range of food & drink. Traders will be demonstrating and selling their products in the Marketplace. Children will be entertained in the Kids' Zone and there will be renowned chefs and authors showcasing their skills in the demonstration theatre... while music acts entertain.



35,000+


Total Attendees



The Local Beer Festival

29th April - 1 May - Lucan Pavilion, Laleham Recreation Ground

Up to 24 ales to try, pimms bar, prosecco bar, cider bar and a large range of gins will be on offer.



5,300


Attendees



The Middlesex Chilli Festival

20 - 21 May - Bedfont Football Club

A food festival with a chilli twist. Experience our sensation overload at The Middlesex Chilli Festival!



4,250


Attendees



The Windsor Food Festival

25 - 25 June - Windsor View Lakes, Datchet

Following on from the successes of this year, we will return to Windsor in 2022 with The Windsor Food Festival.



5,200


Attendees



The Spelthorne Beer Festival

16 - 17 July - Spelthorne Sports Club

This years Beer festival will be held at Spelthorne Sports Club in Ashford. Along with real ales there will be plenty of gins, vodkas, largers & ciders.



4,800

Attendees



Our Food Festivals

Fun, food and entertainment for the whole family

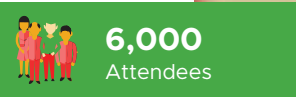
Always with food the centre of focus, we also like to add a little twist to our festivals to keep things interesting, and in some cases a little spicy. That's with varied musical and dance acts, chilli-themed or meat-centric stands or enjoying a huge selection of great British beers.

At our chilli-themed festivals, we swap our chefs' demonstration tent for a chilli eating competition and welcome everything hot and spicy accross all our vendors. Our beer themed festivals enhance our usual bars with a dedicated beer tent packed to the rafters with craft beers, ales and ciders.



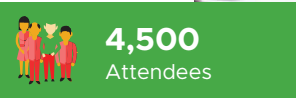
The Surrey Food Festival

30 - 31 July - Old Deer Park, Richmond
This is where our 'The Local Food Festival' story started back in 2016. The original and still the best.



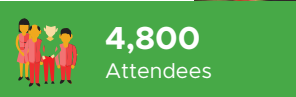
The Middlesex Beer Festival

19th - 20th August - The Orchard, Bedfont
A large range of ales to try, a Pimms bar, prosecco bar, cider bar, rum bar and of course a Gin bar will be on offer.



The Surrey Chilli Festival

17 - 18 September - Walton on Thames Cricket Club
A huge choice of food and drink stalls with hot and spicy chillies rearing their heads for an appearance, with chilli eating comps.



Sponsors

Get your brand seen by thousands

The Local Food Festival are seeking new sponsors to enhance our existing brand and to elevate our events. We have many different sponsorship opportunities to enable you to gain exposure and coverage in line with your own business aims and budgets.

Why Sponsor?

An estimated **30,000 festival goers visited our festivals in 2022**

Access to over **6000 members on our database**

Opportunities to showcase your products or services

Profile raising opportunity

Our sponsorship packages are bespoke and can be tailored to your needs

Sponsors Benefit From...



Digital Campaigns

Have your business added to our email newsletters, sent throughout the festival seasons with **over 6000 subscribers**



Flyers, Hoardings and other Print Materials

Have your business added to our flyers, with a **minimum of 6000** distributed for each festival in local areas (through letterboxes, local shops). Also be included on roadside banners and advertising hoardings.



Radio

Included in radio Jackie adverts & competitions for major sponsors with **over 800,000 listeners** in Surrey.



Website

All sponsors have the opportunity to utilise the website and we are flexible in our approach to the best ways of maximising your sponsorship opportunity through our web page.



Social Media

With a post reach of **40k average and 100K+** during peak festival season, we can give you dedicated advertising for your business on our Facebook and Instagram accounts. We can also use your hashtags and include your @companyname in our posts over the festival period.

Print & Digital Distribution

Marketing and PR

Sponsorship Opportunities



Sponsor an area

We have a large selection of areas including the main entrance, main stage bars, VIP area and exit that can be branded with banners or flags. These areas have excellent visibility to the public and are perfect places to get your message across to all of our festival goers! Alongside sponsorship of the main areas we can offer your business exclusive access to our VIP area. *If you have a product to sell we can give you your own pitch as part of your package.*

Sponsor our cups

Sustainability and reducing plastic waste is very important to us at The Local Food Festival. We used reusable cups for the first time in 2022, and these cups were a talking point of the festival and were used across every site. We had 6000 at the start of the season, and ended up with 3000 at the end. These cups are an amazing advertising opportunity as they are bought by every festival goer who has a drink, and were featured in nearly every photo that was taken at last year's festivals. They end up back in people's homes as a repeat reminder of your brand.



Sponsor our Kids Zone

We pride ourselves on being family friendly and our kids zone is integral to families having fun at our festivals. You can have the chance to sponsor the entire zone.





THE LOCAL FOOD FESTIVAL

CONTACTS

ATTENDING

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