

# Fair@Square Ethical Lifestyle Festival 2021 Marketplace and Sponsorship Information

An in-person event



11 TO 12 DECEMBER 2021



# About Fair@Square

The Fair@Square Ethical Lifestyle Festival 2021 is the biggest event of the year for Moral Fairground. This festival brings together a curated showcase of many sustainable and ethical products and services, in a vibrant setting. The festival is a free public event that appeals to consumers looking for products and services in line with their values such as ethically sourced options, sustainable products, less harmful products or interested in finding out and supporting impact driven enterprises. The festival will feature a marketplace packed with conscious gift ideas in time for Christmas, visitors will be able to engage via the free programming, featuring workshops, talks and entertainment.







## Our Volunteers

Most of our initiatives are driven by volunteers with a passion and vision for creating a world that is just for all. Our volunteers have a big impact and contribution in delivering events or creating new ones.



# The Fair@Square Lifestyle Festival 2021

## Even Format

### Date

**11th & 12th of December**  
with the purpose to encourage Christmas shoppers to explore and learn about ethical and sustainable brands.

### Location

Immigration Museum, 400  
Flinders Street  
Melbourne

### Activation Program

The program is completely to the to visitors and will consist of:

Live cooking demonstrations - featuring ethical and sustainable chefs

Entertainment - cultural music and dance

Interactive Art

Grow Local - activities to show visitors what and how to grown own produce

More programming to be released

Time: **10:00am to 5:00pm daily**

### The MarketPlace

The vibrant marketplace will be a feature and will attract Christmas Shoppers looking for unique ethical and sustainable gift ideas.

Vendors that meet the Moral Fairground criteria will be able to participate and seel their product or services at the event.



# Sponsorship Amazing Benefits

## Sponsorship benefits

- Free 3X3 marquee
- Guaranteed naming right to an activation activity
- Including in the Festival Programming by running an activation throughout the two days
- Ability to be participate in other activations
- 1 year Tier 4 or Tier 3 Ethical Lifestyle Hub membership and all the benefits associated with it, normally \$1,000 or \$500 per year

## Social Media Exposure

Moral Fairground has 6,600 and growing social media followers channels like Facebook, Linked In, Twitter and Instagram, we used these channels extensively leading up to upcoming events.

We'll develop a taylorred marketing marketing campaign for your business leading up the festival to communicate your story.

Moral Fairground Newsletter promotion

Full page on the digital Christmas Guide gift catalogue



# Sponsorship Amazing Benefits

## Other social media benefits

- Paid social media post on facebook for your product/service leading up to the festival
- Special product feature on all other social media channels or mention promoting activation or tips
- Special product/service feature on Moral Fairground newsletter
- Founder Interview on Moral Fairground Blog

## Other festival promotion

- Media release
- Including in the City of Melbourne Christmas Guide (reaching 66,000 homes)
- Poster distribution Vic Metro
- Postcard Distribution
- Via program partners and vendors



# Marketplace Benefits

## Coming on board as a vendor offered another opportunity to interact and engage with visitors

- Your own dedicated marquee for two days
- You can sell products, promote services, run your own market surveys or advocate your organisation to visitors.
- All vendors will be listed on our website with information about their product and services
- Service include cleaning and security of the site
- Overall festival promotion
- Optional Extra - inclusion in Ethical Lifestyle Hub Christmas Catalogue
- Optional Extra - Moral Fairground Membership

## Other festival promotion

- Media release
- Including in the City of Melbourne Christmas Guide (reaching 66,000 homes)
- Poster distribution Vic Metro
- Postcard Distribution
- Via program partners and vendors
- Immigration Museum own social media and communication networks



Free  
Public Event

**FAIR @  
SQUARE**  
fair-trade + ethical festival



**Be part of  
Something Big!**  
Australia's Biggest  
fair-trade + ethical festival



moral  
**FAIR**  
GROUND  
evolve with us



# Marketplace benefits

## Marketplace \$200+ GST

- Space only in the Atrium (indoors)
- You can sell products, promote services, run your own market surveys or advocate your organisation to visitors.
- All vendors will be listed on our website with information about their product and services
- Service include cleaning and security of the site
- Overall festival promotion
- Optional Extra - inclusion in Ethical Lifestyle Hub Christmas Catalogue
- Optional Extra - Moral Fairground Membership for extra annual benefits and also discount to events and programs
- General event promotion, digital marketing, various partners sites.

## Marketplace \$400 + GST or

- Space in shared marquee, approx 2m wide X 3m in depth
- You can sell products, promote services, run your own market surveys or advocate your organisation to visitors.
- All vendors will be listed on our website with information about their product and services
- Service include cleaning and security of the site
- Overall festival promotion
- Optional Extra - inclusion in Ethical Lifestyle Hub Christmas Catalogue
- Optional Extra - Moral Fairground Membership for extra annual benefits and also discount to events and programs
- General event promotion, digital marketing, various partners sites.



# The Benefits of Sponsorship and Activation

Marketplace \$800 + GST or

Food Vendors \$1,000 + GST

- Your own dedicated marquee for two days 3 X 3
- You can sell products, promote services, run your own market surveys or advocate your organisation to visitors.
- All vendors will be listed on our website with information about their product and services
- Service include cleaning and security of the site
- Overall festival promotion
- Optional Extra - inclusion in Ethical Lifestyle Hub Christmas Catalogue
- Optional Extra - Moral Fairground Membership for extra annual benefits and also discount to events and programs
- General event promotion, digital marketing, various partners sites.





# The Benefits of Sponsorship and Activation

## \$3,000 + GST sponsorship

- Ability to participate in the programming of certain activations
- Space at the festival to be able to sell product or services
- Featured on Moral Fairground newsletter
- 1 Pais social media posts
- Access to Tier 3 Ethical Lifestyle Hub Membership providing extra promotion throughout the year and extra paid social media. (valued at \$500)
- Logo placement on all printed and digital marketing material including posters, postcards, digital program, stage banner





# The Benefits of Sponsorship and Activation

## \$5,000 + GST sponsorship

- Naming right to an activation
- Ability to participate at another activation (1 session)
- Dedicated marquee, chairs and tables to support activation
- Included in the program guide as the activity partner
- Ability to sell your product or services, run competitions, and engage with consumers as you see fit
- Feature blog on the founder and product leading up to the event
- Featured on Moral Fairground newsletter

## \$5,000 + GST sponsorship cont.

- 3 Paid social media posts leading up to the event
- Access to Tier 4 Ethical Lifestyle Hub Membership providing extra promotion throughout the year and extra paid social media (valued at \$1,000)
- Logo placement on all printed and digital marketing material including posters, postcards, digital program, stage banner
- Ability to have own banners throughout the event
- Able to run a "register to win" activity providing access to subscribers
- Message in program guide

# Activation Program



The Festival Activation Program is free to the public and to encourage families and people from around Melbourne and Victoria to attend and participate in the free session.

Fair@Square Ethical Lifestyle Festival is an annual free public event that connects and enables individuals, communities & businesses and encourages engagement and actions that create positive impact. We aims to inspire care and responsibility for people and planet through the festival which serves as a platform for engagement, collaboration, networking, learning, advocacy, connection and community. This festival will bring together sustainable and ethical exhibitors in a vibrant setting. The festival is open to the public for people of all ages with stalls selling products, advocacy groups, profits and not for profit organisations, food stalls, free activities & entertainment. In 2021 the theme will be **Living Local**, the objective is to encourage consumer sustainability and spending consciously whilst supporting our local communities.



# The Fair@Square Lifestyle Festival 2021

## Activation Program

### Living Local demonstration stage

Living Local Demonstration Stage – as the focus for 2021 will be Living Local. The demonstration stage will provide a fantastic opportunity for local sustainable producers and culturally diverse groups to engage the audience via live cooking demonstration, featuring local producers, restaurants and social enterprises in this space.

### Sharing Circles

Sharing Circles – safe and engaging spaces to open dialogue and conversations about topics of interest. In 2021 we will ask the community to submit a topic they would like to share at the Sharing Circles in line with the

### Grown Local

Grow Local – resurgence to growing local food. A platform to provide participants with opportunities to learn how to set up a veggie patch, how to grow food in pot, the different ways to grow food, how to use compost to grow food etc

### Entertainment and activity stage

The main stage in the square will come alive with live entertainment, Wayapa or Yoga classes, multicultural dance and local artists.



# The Fair@Square Lifestyle Festival 2021

## Activation Program

### Living Local Interactive Art

Interactive Art –  
Living Local interactive art project where community will be asked to participate in developing the project over the period of the 2 days of the festival, the focus might be around sustainability.





Social Media:  
**6,600**  
Fans &  
Followers

Monthly  
Newsletter:  
**4,500**  
Subscribers

Website  
**5,400**  
Monthly  
Visitors

Audience:  
**68%**  
Female  
Audience

**Partner with us**





# The rise of conscious consumerism and behaviour

Interesting  
Stats  
**86%**

of consumers believe companies should not only support social causes but also take a stance on social issues.  
(Shelton Group)

Interesting  
Stats:  
**64%**

of people believe companies should provide support for issues that align with the products or services they offer.  
(Dacgroup)

Interesting  
Stats  
**90%**

of Australian consumers and businesses are concerned about environmental sustainability.  
(Sustainability Matters)

Interesting  
Stats:  
**80%**

of millennials seek out brands which provide solutions that both improve their lives and serve the larger society (Hult Prize)

Interesting  
Stats:  
**62%**

Of Generation Z who will begin entering the workforce, prefer to buy from sustainable brands, on par with the findings for Millennials. (Forbes)



# Thank you

## **Marketplace Contact:**

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## **Sponsorship Contact:**

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