



**Saturday 24th June 2023**

The Bury's Field, Godalming

**A celebration of contemporary choirs on a big stage  
Let the Music Move You**

ChoirBLAST will be a celebration of contemporary choirs from around the UK and hopefully internationally. It is a non-competitive festival-feel day, celebrating live music, local organisations and the choir community.

Event organiser, Phoebe Gaydon is the owner of A Touch Of Musicality, a local independent music school based in Godalming along with her husband Matt. Phoebe runs three local choirs and two choirs for local charities, as well as producing an annual festival ([ATOM New Beginnings](#)) and multiple smaller events throughout the year. Alongside Phoebe, Belle Lawrence brings 20 years of professional marketing and events experience, having produced several pantomimes and an arts festival ([Surrey Showcase](#)) for two years with The Nomad Theatre.

Designed as a non-profit event, we will be donating any proceeds to support a number of charities chosen by the choirs performing on the day. ([The Meath Epilepsy Charity](#), [The Halow Project](#))

### **Location**

Set in the beautiful Surrey Hills, Godalming Bury's Field (GU7 1HR) is situated behind the high street - many festivals and fetes have been held here. Godalming is a town of historic beauty with a rich history - did you know it was the first town in Britain to have a public electricity supply? It boasts great road and rail links between Portsmouth and London, and is a friendly, bustling community that loves live music and local community events.

### **Why join us as a vendor at ChoirBLAST?**

- We'll be opening the gates to up to 5000 people, 11am-9:30pm
- They will be relaxed and excited for a full day of fun
- In addition to the local audience, choirs will be travelling from further afield in the UK and internationally
- You'll have the chance to meet other vendors and organisations to build your network

## Marketing

Our marketing plan is being handled by a specialist, [Belle Lawrence](#). With 20 years in marketing, the last 5 purely in social, Belle will collaborate with creatives and writers to execute a strong campaign pre, during and post-event.

### Social Media & Email

- ChoirBLAST, ATOM and the Jazz Choirs have a good social media presence - we'll promote your business in feeds, stories and reels, tagging where possible
- We have over 200 current students and a database of over 500 people, plus the 300+ festival goers from last year's ATOM festival.

### Advertising & PR

- The event will be announced in local newspapers, magazines, digital sites and radio. Where possible, we'll supply artwork including your logo, and mentions of your business. If you have any existing advertisements booked, please consider donating or sharing space with us.
- Influencers - we're already liaising with local musicians and influencers to help promote the festival. We have two currently on board with over 154K followers.

### At the event

- Your logo and business info will be listed in the programme and you may bring signage to be housed on your gazebo or A-boards just in front

## VENDOR OPTIONS

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### **Food & Beverages:** 10% of takings

A limited number of F&B will be at the event including 1 main bar, 1 additional beverage option, and 3-4 food options (one must be vegan/allergen friendly). Entry tickets are included for vendors and support staff, headcount must be confirmed in advance. The total value contributed should be agreed upon with ChoirBLAST within 1 week of the event ending. Formal contracts will be supplied in due course.

### **Craft or other:** £40.00 per site (3m x 3m gazebo)

8-10 sites are available. Vendors must supply their own gazebo, table, chairs and other display accessories. Sites may be shared between 2 vendors, arranged between themselves. Entry tickets are included for vendors and support staff, headcount must be confirmed in advance. Vendor invoices will require payment in full, payable within 10 days of the invoice date. Unfortunately, cancellations made within 60 days of the event are non-refundable.

If you have any other ideas, wishes or plans, please get in touch with us as we're open to ideas!