



Celebration of Food

A month of great eating in October



What is Celebration of Food 2009?

Probably the biggest food and drink festival in the South West peninsula with around 150 events taking place during October. Throughout the month, the best restaurants, cafés, farm shops, specialist food retailers and foodie hotels put on exciting events in their own establishments, plus there is an 'Eat out for £10' dining promotion taking place all month.

The Celebration is run by Salt Media, the company that produces food, the South West's leading food magazines, and supported by partners such as Devon County Council.

What's new this year?

1. A new region

For the first time there'll be a Celebration of Food festival in the Somerset, Bath and Bristol region, as well as in Devon and Cornwall, so the whole of the South West peninsula will be teeming with high quality foodie events this autumn.

2. Celebrity faces of the festival

We're working with the movers and shakers from the South West food world, such as Hugh Fearnley-Whittingstall, Michael Caines and Fifteen Cornwall to help promote the festival nationwide.

3. A new look for the festival

We've developed the design of the logo and the materials to keep it fresh and in line with the developments we've made this year.

4. We'll be supporting a charity

The festival will raise funds to support Children's Hospice South West.

What'll be going on during October?

We've two themes in this year's festival:

1. Eat Out for £10

Restaurants and cafés across the South West will be putting on a special £10 dining promotion throughout the month. It could be one-course lunch or a slap-up supper at a relaxed café. Eat Out For £10 will also give diners the opportunity to support our charity with voluntary donations.

2. Fabulous foodie events

There'll be lots of individual food and drink events taking place across the South West - we anticipate in excess of 150. These will include special 'local food' menus, oyster festivals, wine and food pairing evenings, catching and cooking events, foraging events and lots more. We'll be sending out a list of event ideas to get your creative juices going, and also some key criteria to help you get local and national media coverage of your event. There are things you can do, such as having attractive high resolution images, or giving your event a quirky edge, that can make a huge difference to the amount of media coverage an event gets.

How will the Celebration be promoted?

- Special issues of food magazine for Devon, Cornwall, and Somerset, Bath and Bristol in September-October
- A Celebration of Food website featuring all of the events across the whole of the South West, plus accommodation providers
- Celebration email newsletters sent out to consumers and trade

promoting events taking place

- PR campaign nationally with leading food, travel and lifestyle titles.
- Media partnership with regional press to ensure in-depth coverage of local events taking place
- A pack of promotional materials for each business running an event or taking part in the dining promotion, which will include posters, postcards, table cards and web stickers

What opportunities are there for businesses to get involved in the Celebration?

1. Sponsorship

For each area there will be a main partner, eg Devon County Council in Devon, plus up to four other sponsors. The sponsors will get branding on the promotional materials and the press releases, and also have editorial and branding in the magazines, digimags and on the websites and email newsletters. There'll be live links from online promotions to their website. Sponsors will also have a presence at our launches. This is an opportunity to have a brand at the heart of local food in the South West.

2. Put on an event

Make it a great one!

3. Eat Out for £10 dining promotion

Take part in the dining promotion and put on an extra good dining deal for £10 for your customers in October.

4. Offer accommodation

Hotels can add their details to the website to give visitors to the region information on where to stay when they visit to take part in the Celebration.

We ask businesses who are taking part in the Celebration to pay a one-off fee of £75 which entitles them to run as many events as they'd like and to be part of the dining promotion. They will also then get their event in food magazine, on the Celebration website, through the PR campaign and media partnerships and get instore and online marketing materials.

What to do now

Fill in the attached form and send it back to us. If you'd like more info, please give us a call on the relevant number below. Do it now and you'll get in on the early promotional activity to the national media.

Later, in about May, when the website is live, we'll contact you to let you know that you can upload your text and pictures so that your events are on the website and get into the magazines. Here's to a bigger and better festival than ever!

Nick Cooper
Devon 01271 859160

Joanna Raines
Cornwall 07967 017531

Will Heathcote
Somerset, Bath and Bristol 01271 859182

or call the food magazine team on 01271 859299

Celebration of Food 2009 is supported by



food



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Booking form

Name of business:

Contact:

Address:

Postcode:

Phone number:

Email:

Event type:

Special events

Eat Out For £10 dining promotion

Date of event/s:

Event name:

Where:

Tel:

Website:

Event description:

Payment details

Registration @ £75	£ 75.00
VAT @ 15%	£ 11.25
TOTAL	£ 86.25

Payment must be made with order. Cheques should be made payable to Salt Media Ltd. Alternatively fill out your credit card details below.

For credit card transactions:

Cardholder's name:	
Cardholder's address:	
.....Postcode:	
Your email:	Your daytime tel:
Amount: £.....	Card number:Security code.....
Valid from:	Valid to:Issue number (if applicable):
Your signature:	

I have read and agreed the terms and conditions as set out below and enclose payment.

Signed

Date

Print
name

**Please complete and return with your payment by June 29, 2009 to:
Salt Media Ltd, 1st Floor, 5 Cross Street, Barnstaple, Devon, EX31 1BA.
Tel. 01271 859299. Fax. 01271 859292.
email: tamsin@saltmedia.co.uk**

Terms and conditions

By placing an order for the insertion of a listing in 'food', the event organiser accepts these terms and conditions and accepts that they override any terms and conditions stated elsewhere, except where otherwise agreed in writing by the publisher. All entries must be received no later than June 29, 2009.

Payment terms

Payment is required with booking. Entries cannot be accepted unless accompanied by the appropriate payment. Cheques should be made payable to Salt Media Ltd.

Right to change or omit

Salt Media will not be liable for damage or the loss of any copy supplied. The publisher reserves the right within reason to omit, change or suspend the position or insertion of any listing accepted for insertion.

Right to amend

The publisher reserves the right within reason to require amendments to any part of a listing accepted for insertion.

Cancellations

Cancellations for listings are required a minimum of 4 weeks before the date of insertion, after which the insertion fee will still apply.

No offence or civil wrong

The event organiser warrants to the publisher that, in relation to every jurisdiction in which is distributed, publication of the listing may be carried out without committing any offence or civil statutory wrong, including a breach of moral or civil rights.

Event organiser indemnifies

The event organiser indemnifies and agrees to keep the publisher fully and effectively indemnified from and against any and all losses, costs, action, proceedings, claims, damages, expenses, including reasonable legal costs (and expenses) or liabilities whatsoever suffered or incurred directly or indirectly by the publisher by reason of this agreement.

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The publisher shall not be liable for any loss or damages whatsoever either in contract or tort or otherwise including without limitation, damages for loss of business profits, business interruption, damage to goodwill or reputation, loss of sales, loss of clients, or any other pecuniary loss, arising out of the printing, misprinting, placing or misplacing of the listing even where the Publisher has been advised of the possibility of such loss or damage.

Event health and safety

The event organiser is responsible for the safe running of their event. Event organisers must ensure that they satisfy the relevant health and safety rules and regulations.

English Law

This agreement shall be governed and constructed in accordance with English law and the parties irrevocably submit to the non-exclusive jurisdiction of the courts of England and Wales.

Entire agreement

These terms set forth the entire agreement between the parties and cancel and supercede all previous arrangements. The clause headings are for information and do not form part of these terms and conditions.

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