

# Alive & V-Dubbin



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[www.aliveandvdubbin.co.uk](http://www.aliveandvdubbin.co.uk)

To Whom it may concern,

We are writing to invite you to trade/sponsor Alive & V-Dubbin 2012. A Volkswagen festival held each year in Suffolk. The venue for 2012 is Jimmy's Farm. [www.jimmysfarm.com](http://www.jimmysfarm.com)

We are constantly working hard to raise the profile of Alive & V-Dubbin. As a committee we continue to work all year round to advertise and promote the show by displaying and handing out flyers/posters at loads of shows and events throughout the uk. In shops, pubs, work places, VW clubs, forums, websites, newspapers, magazines including Ultra VW, Hayburner and Grapevine. This coupled with Jimmy's Farms already high profile, offers the potential to increase the footfall over the weekend of the show. Which in turn offers all our traders the opportunity to increase sales.

We have always had excellent feedback from previous traders and show sponsors that they love being a part of Alive & V-Dubbin. All traders have always reported excellent sales figures and are always anxious to book for the following year. The sponsors have gained an increased level of advertising in level with our own show promotion and enjoyed a full weekend of sales/promotion if they have taken advantage of the free trade plot offered.

As a team we are committed to doing everything within our power to make this a worthwhile event for all our traders and in order to do this we listen to all of your feedback. One thing you have all said is that the number of traders we have had in the past is just right. So just because Jimmy's Farm offers more space we will not be increasing the number of traders that book. So its first come first serve!!!

The show has grown from strength to strength. For example the first show in 2009 took us completely by surprise and we had around 6000 visitors over the weekend. This number has continued to increase each year and last year we had around 8500 visitors. Show goers attend to enjoy a relaxed, chilled out weekend enjoying live music, loads for the kids to do from craft activities, drumming workshops to practising new skills on the free skate ramp, Graffiti workshops and car displays on Saturday and Sunday and loads more.

If you are interested please fill out the attached booking form and return with the appropriate payment. I have also included details of sponsorship options incase you are interested in supporting in this way.

If you have any further questions please do not hesitate to get in contact with me.

Yours Sincerely

Naomi Wilcox



# Alive & V-Dubbin



## Show & Shine Categories are:

Best type 2 - Chilli gone Barmy

Best Original –

Best Paint - VAS Autoservices

Visitors Choice –

Best Custom - BusWerx

Best type 3 & 4 -

Best Engine -

Best Buggy -

Best Watercooled –

Best Interior - Newton Commercial

Best of show – Marriot Motor Group

Best Ratlook - Rackhams

Best Type 1 - Bugloft

Best Ghia -

Best Period caravan/Trailer - Indespension

Best Cabriolet –

Best Resto cal –

## Trade rules

- 6 metre plot – max 2 vehicles & 3 staff.
- 12 metre plot – max 3 vehicles & 6 staff. (if you need to display more vehicles please get permission first).
- Vehicles must display your official pass at all times - NO PASS NO ENTRY.
- **Extra tickets can be purchased. Advance – wkend Adult £20 each Kids £3 each**
- Marquees are allowed at the event and they must fit within the area of your trade plot.
- No Trade vehicles are allowed to move between 12 midday & 5pm Friday, 9am and 5pm Saturday and Sunday unless permission has been granted by the event organisers.
- There is an 11pm trade and noise curfew in place.
- Traders can arrive anytime from 9am Thursday 7<sup>th</sup> June 2012.

Please send booking form with payment to;

Alive & V-Dubbin, Trade bookings, 49 Camden Road, Ipswich, Suffolk, IP3 8JW

Admin; 01473 712969 Naomi's m; 07736 422824

Biff ; 01473 788199 / 07500 895277





# TRADE & SPONSORSHIP BOOKING FORM

## 8<sup>th</sup> 9<sup>th</sup> & 10<sup>th</sup> June 2012

NAME OF TRADE:.....

NAME OF CONTACT:.....

ADDRESS:.....

.....

TEL:..... MOBILE:.....

EMAIL:.....

DAY OF ARRIVAL:..... DAYS OF TRADING;.....

NUMBER OF STAFF(see trade rules below):.....

NUMBER OF EXTRA TICKETS(please enclose appropriate payment);.....

NUMBER OF VEHICLES(see trade rules below):.....

### TRADE STANDS

TYPE OF GOODS SOLD:.....

SIZE OF PLOT REQUIRED (camping space will be provided behind your trade plot)

6 metre frontage (weekend, from Friday ) £60.00

6 metre frontage (1 day, Saturday or Sunday only, please indicate) £50.00

12 metre frontage (weekend, from Friday) £85.00

12 metre frontage (1 day, Saturday or Sunday only, please indicate) £70.00

- Please enclose a copy of your public liability insurance certificate and note that you are liable for the safety of the public visiting your trade plot for the duration of the show.
- If you wish to supply gifts or any marketing information for the camping packs please supply 700 units and deliver to the address below to arrive no later than 6<sup>th</sup> May 2012.

***(Please make any cheques payable to Alive and Vdubbin).***

**ALL BOOKINGS MUST BE RECEIVED NO LATER THAN 28<sup>TH</sup> MAY 2012**

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Please let us know if you want to sponsor the show in any of the following ways by ticking the appropriate box and returning the appropriate filled out paperwork with payment for total amount.

(Please make any cheques payable to Alive and Vdubbin).

SPONSORSHIP OPTIONS

- 1. Show & shine sponsor only (includes adverts on show website and programme, company name on 1 category trophy. Please supply logo, advert at time of booking. Please indicate below 2 choices in order of preference of show and shine category. £75 [ ]

There are other sponsor options that include a free trade plot if you wish to use it for the show weekend;

- 2. Show & shine sponsor/trader (includes adverts on show website and programme, company name on 1 category trophy and trade plot up to 12m frontage) Please supply logo, advert at time of booking. Please indicate below 2 choices in order of preference of show and shine category. £120 [ ]

- 3. Your choice sponsor (includes adverts on show website and programme, banner provided by you can be placed around showground, trade plot up to 12m frontage) Please supply logo, advert at time of booking. It's up to you how much you offer as sponsorship. If you want to sponsor a particular area/event of the show this can be arranged also, some ideas; Music/bands, Welcome bags, Food / drink area, Graffiti workshops, Kids area. £150 - £450 [ ] amount .....

- 4. Show sponsor (includes adverts in show programme and show newsletter, web link on show website, banner supplied by sponsor displayed around main arena, a free trade plot and company name engraved on show & shine trophy) Please supply logo, advert at time of booking. Please indicate below 2 choices in order of preference of show and shine category. £550 [ ]

2 CHOICES OF SHOW & SHINE CLASSES;.....

