



How you can help

Marketing/Advertising

Purpose: To advertise and promote the Bowsland Green summer fair through a variety of channels

Key Responsibilities:

- Contact local companies, parents and organisations to see if anyone may be able to provide programme printing/design services
- Liaise with local media outlets, e.g. Bradley Stoke Journal, to advertise the summer fair
- Liaise with the sponsorship volunteers/FOBG committee to establish whether any stallholders or sponsoring companies would provide sponsorship/raffle prizes in return for advertising in an event programme/on social media etc.
- Establish different ways in which the fair could be promoted to the local community in a cost-effective way

Important information:

- Advertising of the fair should be as cost effective as possible
- It would be great to have a printed programme for the fair however this will only be possible if there is sufficient sponsorship and costs (design and print) are kept to a minimum
- The school can support with contacting the parent community to see if anyone has relevant contacts/expertise