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Festival Director:
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January 2012

Hello

This coming year I am STALHAM with HAPPING FESTIVAL's Festival Director and it will be our 6th – and, hopefully, our most ambitious ever! A series of events for local people of course but also a Festival with a Carnival that will help attract visitors to the area and enhance its tourist potential.

We will be producing a 2012 Festival Brochure which will be available from various outlets in the area by the end of April 2012. This is backed up by further advertising in the North Norfolk Festival leaflet and in the North Norfolk Coast, Countryside and Broads Holiday Guide. We also, this year, in line with modern technology, are utilising our own Festival website www.stalhamwithhappeningfestival.co.uk widening our net yet further and making available up-to-date information on events in 2012.

You may be aware that the Happening Partnership lost its funding from Nth Nfk District Council and so for the first time we are having to rely on sponsorship and funding from other sources. As such we are asking you, if you wish for a listing this year, for a small £25 contribution per entry towards the printing costs of the brochure.

We do hope that you will want to be associated with the Festival and, as in previous years, would now like to invite you to send us details of any suitable events which you are organising between May and September 2012. We will try to include as many as we can in the brochure. We will of course inform you if we are unable to include your entry.

Enclosed please find a form for your event. Could you please use a separate form for each different event. This form is also available for downloading from the Happening website (www.happening.co.uk) as we are in process of creating the festival website. I would prefer that you complete your entries and send to me at avril@avrilsmith.co.uk or you could post to me at Elmhurst, York Road, Stalham, NR129BL or hand into the Happening Shop, whichever is convenient. These need to be with us no later than the end of February 2012 together with a cheque made out to the Stalham with Happening Festival.

As in 2011, we are also seeking funding to support two or three small scale professional events which you would organise but which we would help subsidise in your village. Last year we supported a visit from storyteller, Hugh Lupton in Neatishead and folk singer, Bob Fox in Walcott. Not forgetting also the wonderful Academy of Saint Martin in the Fields Ensemble in Ludham. If you are interested in becoming a "partner" village to bring such an event to your village hall, church or chapel in 2012, please contact me for further details. I would be happy to visit you to discuss possible options and the level of support we can offer.

Should you also know of any company or association who would like to sponsor our Carnival, or advertise in our brochure this year, this would hugely help. £200 would make a valuable contribution to our Festival activities for which they would get inclusion inside the brochure and would also appear on the 2012 Festival website. Their company would significantly benefit from the extensive publicity surrounding the Festival which will be distributed to the local community and tourist market coming to the area.

As ever, time is of the essence, so we would ask that you get back to us to indicate your interest as soon as possible. Please contact us no later than mid-February if you are interested in being a "partner" village or send in your brochure forms by the end of February for inclusion.

I do hope that we will be able to work with you to promote arts and community events in the Stalham with Happening area and look forward to hearing from you.

Very best wishes for the New Year,

Avril Smith

Festival Director
Stalham with Happening Partnership

2012 STALHAM with HAPPING FESTIVAL

Name tel.no.....

Business..... email.....

Address.....

..... website

Please supply **(delete as appropriate)**

We would like to Sponsor carnival/festival (please supply details)

Display Ad inside Brochure + Website at £200.00 (no vat)

Donation: £50/£25/£10 towards the Festival activities

We would like to be an activity partner

I can provide artwork/ I need help with artwork

Signed..... Date.....