

# sock. Christmas Art and Craft Fair

## Art and Craft Information

### Introduction

Situated in Loughborough's Market Place, Loughborough Town Hall is ideally located as a key building in the thriving Loughborough Town Centre.

Loughborough Town Hall is hosting its **SOCK Christmas Art and Craft Fair**. This will take place on **Sunday 21<sup>st</sup> November 2021, 11am – 5pm**. On this day is the annual Loughborough Christmas Lights Switch On, when footfall in the town is significantly increased.

Stalls will be situated in the foyer, Sock Gallery and upstairs in the Balcony Gallery.

**We are looking for:** Visual Arts, Textiles, Ceramics, Glass, Jewellery, Woodwork, Sculpture, Photography and Crafts.

Entrance to the public is FREE.

### Deadlines

All applications must be submitted by **6<sup>th</sup> September 2021**. Successful applicants will be notified by **9<sup>th</sup> September 2020**. Any applications received after this date will not be considered. Applicants must download and complete the application Form at [www.loughboroughtownhall.co.uk/sock/gallery](http://www.loughboroughtownhall.co.uk/sock/gallery) which can then either be emailed, posted or handed in at Loughborough Town Hall, along with 4 images of your work.

### Selection Process

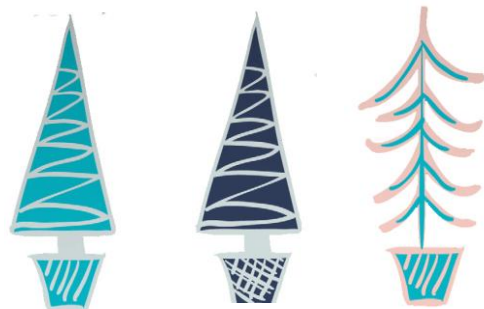
Submissions are judged by an independent panel to ensure the best range and quality of work is displayed.

As well as the requirement to select a wide range of work, the panel have specific selection criteria which include:

- Quality of the work (technical skill)
- Originality of work (ideas behind the work)
- Products that are likely to sell
- Work that is well presented

### Fees

The cost of a stall is £35.00



**Stallholders will receive:**

- A 6ft trestle table (approx. 178cm long x 63cm wide). Please note due to limited space we do not allow any extra rails to be used alongside your table.
- A table place card with your company name, indicating your pre-allocated stall
- Access to electrical socket if required (must specify on application form)
- Tea, coffee, water and biscuits available throughout the day
- Publicity on the Loughborough Town Hall website and social media channels

**Marketing initiatives to promote the Fair will include:**

- A page in the Sock Gallery Brochure Sept 21/Feb 22 (our earlier brochure was cancelled due to the pandemic.)
- Direct mail to customers on the Sock mailing list
- Posters and flyers displayed locally and within the venue and Sock Gallery
- Dedicated Sock Christmas Fair page on the Loughborough Town Hall website
- Social Media sites Facebook, Twitter and Instagram
- Relevant local and national listings
- Advertising on Facebook
- A JPEG image for the fair will be sent to stallholders to share as they wish
- A Facebook event will be created on the Sock Loughborough page for stallholders to share
- A listing in the Loughborough Town Hall What's On Guide Aug 21/Jan 22, 18,000 copies printed and digitally shared to 16,000 subscribers.

**Conditions of acceptance:**

- The Fair accepts no liability for damage to or loss of work on display or in transit
- During the Fair, ALL artists will be responsible for taking payment for any pieces sold

Please don't hesitate to contact us if you have any questions. We look forward to your application!

