

From: Tracey Richardson <tracey-richardson@ampersand-ltd.co.uk>
Subject: **CHRISTMAS LIGHTS SWITCH-ON FOR BBC CHILDREN IN NEED - FRIDAY 18TH NOVEMBER 2011**
Date: 14 October 2011 09:26:20 GMT+01:00
To: "The LUXFactor Group (UK)" <michael@luxfactor.co.uk>

Dear Member

Once again we face a challenging Christmas and following such a successful event last year we are putting our marketing and promotional efforts behind making Petersfield THE destination for Christmas 2011.

This year your Association has joined forces with Ben Errey of Petersfield Festivals, not only to organise a "Christmas Lights Switch-On" event to coincide with BBC Children in Need but also to extend the Christmas promotion in to a month long series of activities to engage and entertain but primarily to drive footfall into the town and spend into its businesses

As members many of you generously supported us last year, with sponsorship, participation, gifts in kind or your valuable time, for which we remain hugely grateful. You'll be delighted to hear that the "*strings of lights*", all bar a few, survived the ravages of winter and are safely stored ready to bedeck the tree once again.

But there is room on the tree for more, so we are running the string of lights appeal 2011. There are also a variety of new opportunities available for you to invest some of your **Christmas marketing budget** to ensure this really is a successful and spectacular season.

String of 100 lights @ £100 + VAT with your name listed on a "Thank-You" Board adjacent to the tree. All of last year's supporters will continue to be recognised in this way too.

Petersfield Christmas Tree Trail and Spot the Oddity Competition with the winner announced Sunday 11th December.
Premier sponsor at £150 + VAT
Sponsor at £30 + VAT

Pitch on the Square at the Switch-on event 18th November - £25 (no equipment supplied)

Stall at the Christmas Market on Sunday 11th December - £45 + VAT, Community Group stall FREE

For further information about all these opportunities, to book or discuss your sponsorship requirements further please contact:
Ben Errey at ben@petersfieldfest.com or call 07976 893 813

Last year we had a wonderful evening, raised £1,100 for BBC Children in Need and put Petersfield on the map with a live appearance on the BBC Children in Need programme on the night.
Working in collaboration with Petersfield Festivals our aim is to beat this achievement, but we **can only do it with your support and commitment**.

The magic of Christmas – children's laughter, a choir singing, the smell of roasting chestnuts and the gasps of joy as the switch is thrown and the Christmas tree bursts into dazzling light. This is once again the vision for Friday 18th November; a traditional Christmas event, child focused and fun for all the family. Coinciding with BBC Children in Need to take advantage of media interest in this high profile event, we will be encouraging all in Petersfield to support this charity and get behind the spirit of the occasion by undertaking their own fundraising activity on the day.

We look forward to working with you to bring the Magic of Christmas to Petersfield

Shirley Crockford, Chair APB

Ben Errey, Petersfield Festivals

Tracey Richardson
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Secretary to APB

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