

# Fair@Square Ethical Lifestyle Festival 2020 Marketplace vendors' details

We are going digital with an Interactive  
livestreaming and marketplace



30 NOVEMBER TO 6 DECEMBER 2020

# Who we are

Moral Fairground connects individuals, communities & businesses, encouraging engagement and enabling actions that create positive impact. We aim to inspire care and responsibility for people and planet through our events which serve as networking hubs for messages to reach a larger community. We believe that small and large enterprises, profits, not for profits and individuals need to come together to collaborate and grow their respective impact for good causes. We create a broad range of events and programs, providing many touch points where ideas are born, networks are built, learning takes place, collaborations happens and community begins. This is what creates change.



*Vince myo*



# Our events and programs

- The Ethical Enterprise Conference since since 2014
- The Ethical Enterprise Award – recognising Australia's most ethical enterprise since 2013
- The Early Ethical Entrepreneurs Pitch Competition – for start up to encourage enterprises that positively contribute socially or economically to communities locally or overseas since 2015
- Fair@Square Ethical Lifestyle Festival since 2009
- Ethical Networking Event Series regular networking events exploring different social and environmental issues facing us today since 2015
- Leaders of Change School Program – an entrepreneurial program for high school students
- Leaders of Change School Conference is 2017
- The Collaborator – A program to undertake capacity building for local businesses with purpose to form a community of ethical businesses that support and work with each other to deliver better social outcomes.
- The Victorian Fair Trade Festival since - a series of events to encourage ethical consumerism since 2009
- The Leaders of Change Corporate Program a program - a program designed to facilitate corporate businesses to push the boundaries of their impact and encourage the expansion and development of leadership skills amongst managers and team leaders.

# About Fair@Square

The Fair@Square Ethical Lifestyle Festival 2020 is the biggest event of the year for Moral Fairground. This festival brings together a curated showcase of many sustainable and ethical products and services, in a vibrant on-line setting. The festival is a free public event that appeals to consumers looking for products and services in line with their values such as ethically sourced options, sustainable products, less harmful products or interested in finding out and supporting impact driven enterprises. The festival will feature a marketplace packed with conscious gift ideas in time for Christmas, visitors will be able to engage via the free programming, featuring workshops, talks and entertainment.

**The Festival comprises of a series of business and public events and an market place.**





FAIR@SQUARE  
ethical lifestyle festival  
moralfairground.com.au

FAIR@SQUARE  
100% Cotton

FAIR@SQUARE  
ethical lifestyle festival  
moralfairground.com.au

FAIR@SQUARE  
fair-trade ethical festival  
MORALFAIRGROUND.COM.AU

moral  
**FAIR**  
**GROUND**  
evolve with us

# The Fair@Square Lifestyle Festival 2020

## Digital plan

### Date and Format

This year the Festival will expand over 7 days from the **30th of November to 6th of December**

Normally an in person event, the festival is going digital in time for Christmas.

### Activation Program

The program will consist of a series of free public workshops, talks and presentations

#### **Morning Session:**

9.30am to 11.30am

#### **Lunch Session:**

12:00pm to 2:00pm

#### **Evening Session:**

7:00pm to 8:00pm

### The MarketPlace

We will create a digital marketplace where vendors will be able to sell their product or services.

Vendors that meet the Moral Fairground criteria can be part of the festival marketplace at no cost. We will only ask for an affiliate commission should you make sales through our festival.

### Marketplace paid benefits

You can choose to come on board as paid vendor for extra benefit or as a sponsor of the festival. Sponsorship will provide you with added benefits, including branding recognition, guaranteed inclusion in the Activation Program and extra slots in the Marketplace

# Marketplace Information

- You will need to complete an application form by the 15th of November to express your interest [HERE](#)
- The Festival committee reserves the right to select the vendors
- As the festival falls during the Christmas Campaign you will need to agree to provide a special discount or offer during the festival to festival goers.
- You will not be charged a fee to be part of the festival, however, we you will need to agree to creating an affiliate code for a 15% commission on each sale.
- You will agree to cross promoting your participation to your networks.



# Marketplace Amazing Benefits

## Free Benefits

### Market Place

As an vendor/exhibitor you will receive many benefits:

- Product placement photo and promo on Festival Marketplace
- Be part of the Christmas Campaign Promotion
- Able to include link to promo video clip
- Only pay 15% commission on what you sell

## Free Benefits

### Social Media Exposure

Moral Fairground has 6,600 and growing social media followers channels like Facebook, Linked In, Twitter and Instagram, we used these channels extensively leading up to upcoming events.

We'll develop a taylored marketing marketing campaign for your business leading up the festival to communicate your story.

Moral Fairground Newsletter promotion



# Marketplace Amazing Benefits

**Paid Benefits \$500 + GST**

**Paid Benefits \$150 + GST**

**For an investment of \$150 we will you will receive:**

- 1 paid social media post on facebook for your product/service leading up to the festival
- 1 Special product feature on all other social media channels
- Special product/service feature on Moral Fairground newsletter

**For an investment of \$500 we will you will receive:**

- Up to three product features on the Festival Market place
- 3 Paid social media posts posts on facebook for each of your featured products leading up to the festival
- 3 Special product features for each of the products
- 1 Special product/service feature on Moral Fairground Newsletter
- Featured on the Moral Fairground Blog
- Guarantee opportunity to be involved in the festival activation programming
- Video and streaming - we will work with professional AV and Tech team to professionally create video footage for festival and for your own personal and business use.

# Marketplace Amazing Benefits

## Optional Extras - Enquire with us

We have access to a dedicated team of specialists with a broad range of services ranging from communication, branding, video production.

We can help you create:

an effective promotional or product campaign

Product photography

Short promo videos

Communication strategy

Send us an email of your needs and we'll get you in touch with the appropriate service.



Free  
Public Event

# FAIR @ SQUARE

fair-trade + ethical festival



# Be Part of Something Big!

Australia's Biggest  
fair-trade + ethical festival



moral  
**FAIR**  
GROUND  
evolve with us

# The Benefits of MarketPlace and Activation

<b>Services</b>	<b>Free</b>	<b>\$150+ GST</b>	<b>\$500+GST</b>
Product placement on festival marketplace	X 1	X 1	X 3
Video Clip inclusion	X 1	X 1	X 3
Social Media Promo	X 1	X 1	X 3
Marketing collateral	X 1	X 1	X 3
Paid facebook advert special product feature		X 1	X 3
Special Product feature other social media and MFG Newsletter		X 1	X 3
Featured on the Moral Fairground Blog			X 1
Guarantee opportunity to be involved in the festival activation programming to interact with visitors			X 1
Video and streaming - we will work with professional AV and Tech team to professionally create video footage for festival and for your own personal and business use.			X 1

# Sponsorship Opportunity and Benefits

<b>Sponsorship benefits \$1000 + GST</b>	Special Product feature other social media and MFG Newsletter
Product placement on festival marketplace X 3	Guarantee opportunity to be involved in the festival activation programming to interact with visitors
product /service Video Clip inclusion X 3	Pre-event video interview
Social Media Promo X 3	Logo banner placement on Moral Fairground home page and sponsor page
Marketing collateral X 3	Post Event edm leading up to Christmas featuring product or service
Paid facebook advert special product feature X 3	Other sponsorship benefits to be negotiated
Paid adverts on other social media platforms	2 X Video and streaming - we will work with professional AV and Tech team to professionally create video footage for festival and for your own personal and business use.
Featured on the Moral Fairground Blog	

# Activation Program



Given Fair@Square Ethical Lifestyle Festival will be brought on line, we have the benefits of extending the festival over a longer period and at different times.

A one week event of activities to encourage families and people from around Australia to attend and participate with session recorded to allow for those not able to attend on specific days to participate on alternative dates.

Opportunities exist to be part of the Activation Program. If you are keen to be involved, you will need to submit your interest via the Vendor Application form [HERE](#) for activities associated in the following segments, read on....

# The Fair@Square Lifestyle Festival 2020

## Activation Program

### Cultural Activities and active lifestyle

The cultural activities and active lifestyle may include:  
Cultural Performances (dance, music); Cultural activities, eg basketmaking, weaving etc.  
Active lifestyle activities such as Yoga, dance, exercise  
Entertainment (music, song)  
Fashion related activities, virtual fashion show, fashion stories  
Documentaries, Films

### Sustainable Lifestyle Workshops

Sustainable Lifestyle Workshops for the whole family may include:  
Nature inspired kids workshop  
Growing your own vegetables  
Easy to make sustainable products, beeswax wraps, vegetable bags  
Art in nature using nature to create artwork, basketweavers, etc.  
Sustainability made easy around the home

### Cooking Sustainably

The cooking sustainably may include:  
Engaging with social enterprises that run food or restaurant/cafe businesses to run live cooking session and opportunity or virtual tour of for example coffee roasting facility, chocolate making. Making an even better experience for the visitor who normally would not see behind the scenes.  
Engaging the audience by covering a diverse range of topics - sustainability in food, grow your own, ethical food productions, behind the scene production, culture and food.

### Talks and Presentations

These talks will be relevant to the theme of the festival. Talks and presentations may include:

- Topics aligned with the United Nations Sustainable Development Goals (SDG)
- Ethical Fashion
- Sustainability and Environment
- Ethics and Business
- Stories for impact driven enterprises

Social Media:  
**6,600**  
Fans &  
Followers

Monthly  
Newsletter:  
**4,500**  
Subscribers

Website  
**5,400**  
Monthly  
Visitors

Audience:  
**68%**  
Female  
Audience

**Partner with us**





# The rise of conscious consumerism and behaviour

Interesting  
Stats  
**86%**

of consumers believe companies should not only support social causes but also take a stance on social issues.  
(Shelton Group)

Interesting  
Stats:  
**64%**

of people believe companies should provide support for issues that align with the products or services they offer.  
(Dacgroup)

Interesting  
Stats  
**90%**

of Australian consumers and businesses are concerned about environmental sustainability.  
(Sustainability Matters)

Interesting  
Stats:  
**80%**

of millennials seek out brands which provide solutions that both improve their lives and serve the larger society (Hult Prize)

Interesting  
Stats:  
**62%**

Of Generation Z who will begin entering the workforce, prefer to buy from sustainable brands, on par with the findings for Millennials. (Forbes)

## About the founder of Fair@Square Festival Susanna Bevilacqua

### Founder & Director Moral Fairground

An inspirational, collaborative and visionary individual who believes that every action should have a positive impact on people and planet.

Passionate about exploring how purpose driven enterprises and citizens can lead positive change and create vibrant and collaborative communities.

Works with purpose driven enterprises and diverse networks, delivering initiatives and projects that encourage collaboration, shared value and impact. Susanna has a broad and diverse experience, with over 27 years working and leading community based initiatives through the banking sector and 10 years creating events and programs with Moral Fairground. Susanna is also a passionate volunteer.



# Contact Details

## Mora Fairground

### Address

9/1 Heller Street, Brunswick, Victoria  
3056

### Email

mali@moralfairground.com.au  
info@moralfairground.com.au  
susanna@moralfairground.com.au

### Website

[www.moralfairground.com.au](http://www.moralfairground.com.au)

### Phone

Mali: 0413 120 842  
Susanna: 0409 943 254