



21-23 September 2018

Toot your horn!

Tootopia brings together businesses of all shapes and sizes and it's these businesses that put on the events that make up the festival that we know and love. It is a fantastic opportunity to promote your business in a fun way to locals and visitors alike.

Taking part is free and anything you make goes to you. It does take a bit of organisation, but we are here to assist every step of the way.

How it works

There are two ways you can get involved:

- 1. Foodie Trail – food and drink promotions**
- 2. Venue – activities/events at your place of business**
- 3. Community group – If you run a community group/activity and do not have a place of business, you can run an activity at your usual venue, or ask us to try to match you up with somewhere.**

Getting involved in Tootopia needn't be complicated. No matter how big or small your

business, there are many events that work well at Tootopia. The best are those that are open, where people can just rock up without booking a ticket, however, ticketed events are also popular. Approved events will be listed on one of our official maps which guests will use to schedule their day.

I am a business/event organiser and want to take part but I'm unsure how.

Feeling stuck? Use the following guidelines to help plan your Tootopia events.

Event Audiences

- Foodies
- Drinkers
- Non-alcoholic
- Families
- Elderly

Event ticketing

- FREE
- Ticketed (pre-sale only)
- Ticketed (pre-sale and on the door)
- Online RSVP

Event type

The following events have worked well at Tootopia:

- A workshop

- A supper club
- Live music
- Workshop
- Creative activity
- A quiz
- A screening
- A 'special edition' of an event that already happens at your business
- An event that is already taking place during the festival dates
- A ticketed event
- A free event

Will my event(s) and/or promotion be accepted?

All events submitted within the deadline will be considered and those approved will be included on the festival promotional material. No event has been rejected in the history of Tootopia, however we will look at scheduling and suitability when deciding whether the event can be part of the festival. We might ask you to tweak your plans according to these findings, rather than just not accepting them. There are lots of lovely businesses who will put forward events. We want all events to be successful, so if we feel that there are major scheduling conflicts, we may ask you to

rejig the times or decline the event, but this happens very rarely.

How do I tell people about my event?

Once your event(s) and/or promotions have been accepted as part of the festival, you'll be sent the **Tootopia Promotion Helpsheet** which will give you tips and pointers regarding how to promote your event. You will be given promotional material at your place of business as well as digital assets for you to use on your website and social media. You'll always have the support of Tootopia press activities as well as the website and social media.

Okay, I'm ready to take part!

If you are a local business (pub, bar, restaurant, community group, school, artist/maker), have read the above and think you'd like to take part in Tootopia please email us (contact below) with your name, a bit about your business and we'll be in touch.

Contact us

If you're still unsure or need assistance, please email hi@tootopia.co.uk and we'll be happy to help.

Join the excitement!

Website: www.tootopia.co.uk

Twitter @Tootopia

Instagram @Tootopia

Official hashtag #Tootopia

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