**A collage of people holding microphones

Description automatically generatedA black letter on a white background

Description automatically generatedYour Festival Needs You**

Your Festival Needs You is The Fair’s social-first, consumer-facing campaign, encouraging people to recognise the value of independent festivals, and the support needed to keep them thriving.

The campaign invites people from inside and outside the music, festivals and events industry to speak about the value of festivals, and why it is important that people continue to support festivals if they wish to avoid saying goodbye to anymore of them.

The campaign will also develop understanding surrounding cost – showing exactly what goes into a festival ticket (production, artists fees, F&B) but on the flip side, showing the value festivalgoers get out of this (increase in wellbeing, diversity, innovation and collaboration).

The aim of the campaign:

* Showcase the value of festivals
* Offer a deeper understanding of challenges
* Highlight the need for further support

The campaign is requesting people to:

* Buy a ticket (and take advantage of early bird tickets)
* Share your love for festivals with a video and #yourfestivalneedsyou
* Get your friends involved in the conversation

**How you can help**

**Organisations supporting the campaign**

Organisations looking to support the campaign can share the below graphic on their platforms, tagging @wearethefair (Instagram) or @The Fair (LinkedIn), using the hashtag #yourfestivalneedyou.

A group of people in a large crowd

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**Individuals supporting the campaign**

We are asking everybody who cares about the future of the festivals / the music and the events sector to show their support by recording a short video.

Those who wish to participate should say: “I am [NAME], [JOB TITLE] AT [COMPANY], AND I’M SUPPORTING THE FAIR’S CAMPAIGN, YOUR FESTIVAL NEEDS YOU”.

Please also feel free to include:

* Why festivals are important (socially, economically, personally)
* Your fondest festival memory
* Why the public must carry on supporting festivals (get out there, take advantage of early bird offers, keep festivals thriving)

You can share this on your socials and tag @wearethefair (Instagram) or @The Fair (LinkedIn), using the hashtag #yourfestivalneedyou, and / or send your video directly to [april@wegroup.london](mailto:april@wegroup.london)

You can see our first video for the campaign [here](https://www.linkedin.com/company/2541401/admin/feed/posts/), with more videos of people from across the industry to come over the next few weeks.

[***The Fair***](mailto:https://wearethefair.com/) ***is an independent production agency, building large scale festivals and events across the UK, Europe and further afield.***

***For any further information, or to discuss how you can get more involved, contact The Fair’s Marketing Manager April Curtin on 07538902763 or by emailing*** [***april@wegroup.london***](mailto:april@wegroup.london)