



# Love Dorset

#BeTheChange

Love Dorset is an exciting gala event celebrating the county's fairtrade towns, local businesses, natural capital and people; that all contribute to making it so lovely! Taking place during Fairtrade

Fortnight with the Miss Dorset competition, this is an exciting not-for-profit event with a purpose. Love Dorset inspires more people to buy local, organic, animal-friendly and Fairtrade products; which will create a more sustainable future for us all.

We're searching for Miss Dorset 2017 to become We Do Ethical Fashion's healthy and ethical lifestyle ambassador! She will share her journey on social networks to raise awareness and the profile of the not-for-profit organisation's aims to revolutionise the exploitation of people and planet for profit. Join us in being the change we need to see in our world!



**Sunday 12/03/17 18:30 - 23:00**  
**Hilton Bournemouth.**  
**TBC**

## Gala Event Entertainment:

- 👉 Shopping Village Exhibition
- 👉 Champagne Reception
- 👉 Guest Speakers
- 👉 Fashion Show
- 👉 3 Course Plated Dinner
- 👉 Singers & Dancers
- 👉 Charity Raffle Prize Draw  
Charity Prize Auction
- 👉 Miss Dorset Awards Ceremony:
  - Miss Dorset Award
  - Miss Eco Award
  - Miss Popularity Award
  - Miss Talented Award
  - Miss Photogenic Award
  - Miss Sportswoman Award
  - Miss Fairtrade Award
  - Miss Natural Beauty Award
  - Miss Beautiful Mind Award
  - Miss Beautiful Smile Award
  - Miss Beautiful Eyes Award
  - Miss Charitable Award
- 👉 Exclusive After Party Entry

**[CLICK HERE TO VIEW THE ROUND UP VIDEO OF LAST YEARS EVENT](#)**



## CONTACT ORGANISERS:

Founder/ Curator: Miss Kelly Levell, 0203 3320379  
[kelly@wedoethicalconsultancy.com](mailto:kelly@wedoethicalconsultancy.com)

Co-curator: Mr Paul Farwell, 07542 910919  
[paul@wedoethicalconsultancy.com](mailto:paul@wedoethicalconsultancy.com)  
Fairtrade Bournemouth



## What is Fairtrade?



**6**  
**FAIRTRADE IS MORE THAN JUST A DIFFERENT WAY OF DOING BUSINESS. IT'S A UNIQUE INTERNATIONAL MOVEMENT WITH A BOLD AND BREATHTAKING MISSION: TO CHANGE THE WAY WORLD TRADE WORKS. IT'S ABOUT A BETTER DEAL FOR THE PEOPLE IN DEVELOPING COUNTRIES WE RELY ON FOR OUR EVERYDAY NEEDS.**

**M** *Michael Gidney*  
Chief Executive, Fairtrade Foundation.

source: [fairtrade.org.uk](http://fairtrade.org.uk)

## What are the benefits of brand association with Fairtrade?

- 80% of the UK public now recognise the Fairtrade mark.
- 90% of the UK public trust the Fairtrade mark.
- Bournemouth, Poole, Wimborne Minster, Christchurch, Purbeck, Shaftesbury, Swanage, Weymouth and Portland have all attained Fairtrade town status.
- The case for going clean has clear global resonance. The Fairtrade mark is the most widely-recognised ethical label globally.
- Fairtrade association can be a good way of differentiating your business from your competitors.
- Fairtrade association improves customer loyalty.
- Over three-quarters (76%) of UK adults pay attention to the ethical and green credentials of products, including manufacturing and distribution processes, as well as the reputation of companies or brands.

source: [fairtrade.org.uk](http://fairtrade.org.uk) / [mintel.com](http://mintel.com)



# MEDIA FORMATS

Because we want to show how great your brand is! We really need all of the media provided to us in the correct file formats. Please follow the guidelines below for full specification on all media placement offered. **We're happy to offer complimentary quotations for all eco-friendly printed apparel, bags, leaflets, vouchers, business cards, roll out/ pop-up banners; please visit:** <http://wedoethicalconsultancy.com/services.php>.

	Miss Dorset Award Round Sponsors	Love Dorset - Exclusive Sponsors	Love Dorset - Main Title Sponsor
<b>Media Placement Offered:</b>	Please add all media files here: <a href="https://www.dropbox.com/sh/wqoyrke5t8ufjyk/AAA49YHg4_-yGjRw5tgAKhPMa?dl=0">https://www.dropbox.com/sh/wqoyrke5t8ufjyk/AAA49YHg4_-yGjRw5tgAKhPMa?dl=0</a>	Please add all media files here: <a href="https://www.dropbox.com/sh/xvdowj02wm547mt/AADuhEBZfGbjG_lapIFwAyFba?dl=0">https://www.dropbox.com/sh/xvdowj02wm547mt/AADuhEBZfGbjG_lapIFwAyFba?dl=0</a>	Please add all media files here: <a href="https://www.dropbox.com/sh/amqn3jetpaq9ppb/AACvLGk9I9rihd9tQopHQd6a?dl=0">https://www.dropbox.com/sh/amqn3jetpaq9ppb/AACvLGk9I9rihd9tQopHQd6a?dl=0</a>
<b>Miss England Web site Advertising:</b>		High Resolution PDF & PNG file formats. CMYK colour profile. Provide website link.	High Resolution PDF & PNG file formats. CMYK colour profile. Provide website link.
<b>Radio, Newspaper, Magazine Coverage</b>		Short biography and website page link will need to be provided.	Short biography and website page link will need to be provided.
<b>Programme Advertising Space:</b>	High Resolution PDF file. A5 size inc marks & bleeds in CMYK colour profile.	High Resolution PDF file. A5 size inc marks & bleeds in CMYK colour profile.	High Resolution PDF file. A5 size inc marks & bleeds in CMYK colour profile.
<b>Goodie Bag Samples/ Leaflets/ Vouchers:</b>	200 copies of any printed media up to A4 paper size size. 200 samples of products.	200 copies of any printed media up to A4 paper size size. 200 samples of products.	200 bags & copies of any printed media up to A4 paper size size. 200 samples/ products.
<b>Advert Projection (on to main stage):</b>	High quality MPEG4 file types. 10 sec advert.	High quality MPEG4 file types. 15 sec adverts.	High quality MPEG4 file types. 30 sec advert.
<b>Logo on Event Printed Banners:</b>	High Resolution PDF & PNG file formats. CMYK colour profile.	High Resolution PDF & PNG file formats. CMYK colour profile.	High Resolution PDF & PNG file formats. CMYK colour profile.
<b>Logo on all Flyers &amp; Posters:</b>	High Resolution PDF & PNG file formats. CMYK colour profile.	High Resolution PDF & PNG file formats. CMYK colour profile.	High Resolution PDF & PNG file formats. CMYK colour profile.
<b>Blog &amp; Social Network Mentions:</b>	Short bio & full list of social media network profiles, pages; for tagging online posts.	Full list of social media network profiles, pages, etc. For tagging online posts.	Full list of social media network profiles, pages, etc. For tagging online posts.
<b>Media Created (images &amp; video):</b>	Available for download and use here: <a href="https://www.dropbox.com/sh/u0o0a2jn7xhxz56/AACx8ybAo9yX-">https://www.dropbox.com/sh/u0o0a2jn7xhxz56/AACx8ybAo9yX-</a>	Available for download and use here: <a href="https://www.dropbox.com/sh/u0o0a2jn7xhxz56/AACx8ybAo9yX-">https://www.dropbox.com/sh/u0o0a2jn7xhxz56/AACx8ybAo9yX-</a>	Available for download and use here: <a href="https://www.dropbox.com/sh/u0o0a2jn7xhxz56/AACx8ybAo9yX-">https://www.dropbox.com/sh/u0o0a2jn7xhxz56/AACx8ybAo9yX-</a>

\* Please note that all media placement offered is subject to inclusion on the basis of full payment and artwork being received in the correct format, by the due date which is 28/02/17.

# COLLABORATE

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We welcome you to join us in celebrating the local, organic, animal-friendly and Fairtrade movement of our county!

## **PARTNERS**

We're looking for partners to join in the celebration of recognising our 10 Fairtrade town's efforts and festivities during Fairtrade Fortnight including our shopping village and finale event. We're sustaining the health, beauty and socio-economic growth of our county, whilst tackling climate change.

## **SPONSORS**

Becoming a sponsor is the best way to align your brand with the Love Dorset values, activities and exposure. We have three levels of sponsorship available; starting from becoming a Miss Dorset award round sponsor which is a great way for industry specific organisations to associate; such as the Beautiful Mind round which is sponsored by Bournemouth University for the second year running!

## **ADVERTISERS**

We have an all welcome policy which means that we've catered for all! Non-partnering or sponsoring organisations share the opportunity to place media for internal and external marketing benefits. Over three-quarters (76%) of UK adults pay attention to the ethical and green credentials of products, including manufacturing and distribution processes, as well as the reputation of companies or brands.

## **STALLHOLDERS**

All of our sponsors and partners will be offered a complimentary stall space within our shopping village. We want people to love what you do through connecting them to you. You'll get the opportunity to spark up a loving relationship with the public about your positive products and services alongside likeminded people. Non-partnering or sponsoring organisations will be invited to partake for a one-off fee.

## **FASHION SHOW DESIGNER SECTION**

Where the catwalk is the platform for change. We're inviting emerging and established ethical fashion designers to showcase their collections in a stunning environment to the right audience. Brands are fully catered for with an experienced creative team, hair/ make-up artists, choreographers and stylists for the fashion show, modelled by the Miss Dorset finalists!

## **MISS DORSET PRIZE GIFTS**

We are pleased to accept gifts offered by businesses to the winner of Miss Dorset. She will share the love for her gifts and journey of living life in an ethical fashion with her followers, through social media, engagements and public appearances.

## **GOODY BAG PRODUCT SAMPLES & AUCTION PRIZE GIFTS / RAFFLE PRIZE GIFTS**

People love to take a piece of the Love Dorset event home! You can place media, product samples and vouchers inside the 200 goody bags handed out to guests at the gala finale event. We will be holding a charity auction and raffle prize draw; fundraising to support We Do Ethical Fashion's aims to revolutionise the exploitation of people and planet for profit. Let us know if you'd like us to include you!