

Be part of the largest cultural
movement with a social impact

Why get involved with Fair Saturday Scotland?

Introduction to the festival for artists, venues & social projects

About Fair Saturday

What if the day after Black Friday you created a powerful cultural day in your neighbourhood?

Fair Saturday Scotland is **Scotland's contribution to Fair Saturday**, a global **cultural movement with a positive social impact** that takes place the day following Black Friday. Its aim is to generate a **mobilisation of people in favour of arts and culture**, to highlight their essential role in the construction of a better future. Artists and cultural organisations from all across Scotland and around the world join together in a global movement by organising their own events which support a social cause of their choice.

3,100+
Events

42,000+
Artists

150+
Cities

770,000+
Attendees

Since its inception

Who is considered a Fair Saturday participant?

Fair Saturday is a movement for **all types of artists, cultural organisations, venues and social projects** coming from anywhere around the world. This is a day when we can all show what we are made of and what we can build together, to create and perform for the world we want to live in.

Fair Saturday is open to **amateur, semi-professional and professional** artists and communities, and can include **cultural activities of all kinds**. We want everything that can be considered artistic creation to have its place in Fair Saturday. We classify the activities among:

- Music
- Dance
- Theatre
- Circus
- Literature
- Poetry
- Visual arts
- Performance
- Film & audiovisuals
- Photography
- Craft & traditional arts
- Heritage & history

Why should you get involved?

Join Fair Saturday, the largest international cultural movement with social impact!

1. Create a wonderful day

A unique day where **culture and social projects** will take the leading role in society. Could there be a better opportunity? Join thousands of artists and organisations worldwide, organising an on-site or online event **via our website!**



2. Promote your work

By becoming part of Fair Saturday you will be promoted both within and outside the creative community through **international and local media**. We are waiting for you!



3. Earn income

From the Fair Saturday movement, we ask people to value culture. And that of course means putting a price on it! **You do not have a ticketing platform? We also provide you with that option* for free.** Make your work sustainable! **Powered by www.fstickets.org*

4. Do your bit to build a better society

You will support a charity or social project of your choice through your event. This way, you will help them continue working for the betterment of society and **you will also make your audience think about how essential they are.**

5. Be supported by the Fair Saturday foundation

Count on us. We will support you as much as we can. The Fair Saturday team **will provide you with marketing and PR materials, digital promotion tools, designs, and platforms** for your events. Keep an eye out for our guides and tools section!



6. Reach new audiences

Thanks to Fair Saturday's reach and to the synergy created between artists, venues, and social projects, participating in Fair Saturday becomes **a tool to come forward to a new group of people**. This can just be the beginning.

7. Be part of something bigger

Show to the world you are a committed organisation, not only to culture but also to cultural initiatives with social impact. You will have the opportunity to **strengthen and increase relationships with other Fair Saturday participants that share your values and want to make a difference**: venues, artists, cultural organisations, and social projects.



"I love the ethos and think it fosters a great community for cultural events and social causes to work together. It is really important for us to be part of this"
Emma Mortimore, Marketing & Box Office Manager at The Queen's Hall, Edinburgh

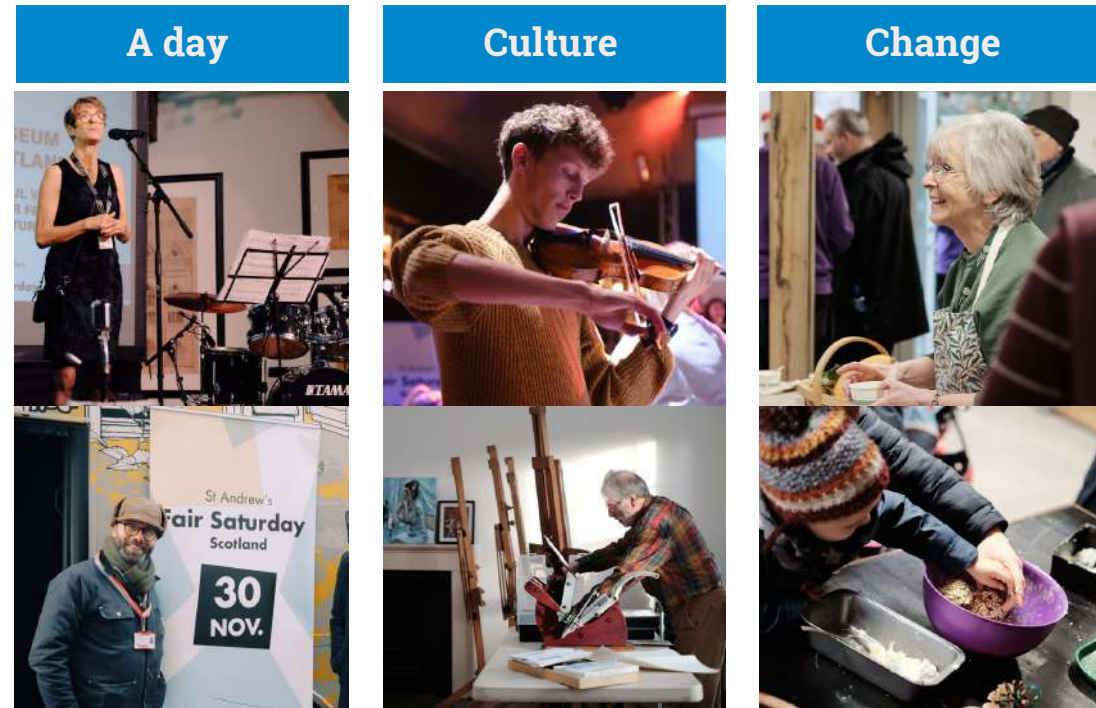


"People have a need for channels to express their concerns about social issues and share their world-changing initiatives, and once they are able to do so they are very happy to encounter it."
Tuula Haavisto, Director at Helsinki City Library



"By taking part, we are adding so many positive new layers to our mission and giving something back by using culture as a tool for compassion".
Sara Bain, Communications Manager at SEALL, Festival of Small Halls, Isle of Skye

What makes a Fair Saturday event?



It takes place on the **official Fair Saturday day** (last Saturday of November). In 2023 Fair Saturday will be celebrated on **25th November**.

The main activity of the event has to be a **cultural or artistic** one. The type of activity? It's up to you!

Each event **supports a social cause** chosen by the artists, cultural organisation, or venue in the way they decide to do so.

A hybrid movement

Fair Saturday Scotland '23 is online and onsite

On-site	Online*	Hybrid
You will be able to participate through on-site events, subject to any restrictions at the time in your territory.	You can stream online events both live and on demand via pre-recorded content. <i>*Powered by www.fsnext.org</i>	And why not make the most of your event? Organise your on-site event and project it to the online world!

What do you need to do?

1. Get your event ready

Participate by organising a new event or add to the programme one that you had already planned for **25th November**.

- If you are a **venue**, you can also offer your space for Fair Saturday artists or performers that do not have a place to hold their event.
- If you are a **social project**, you can either look for artists and cultural entities in your city to set up the event or you can organise your own cultural event!

2. Choose a social cause

Linking events with social projects **is one of the things that makes the Fair Saturday Movement so unique**. It's our way of showing what culture can do, trying to create a fairer, more empathetic world, and **recognising and spreading the message** of all those people and organisations who are working to create a better world too.

- If you are a **social project**, you can either support your own cause or you can choose another charity to support.
- There are lots of suggestions for working with social projects in our guide on the tools page: <https://standrews.fairsaturday.org/tools/>

3. Register your event

We will publish your event in our programme to promote you. Register at our website, tell us who you are and what you are planning to do this Fair Saturday!

What's next?

Registering your event **is just the beginning**. Find out how to upload your event and get the most out of it thanks to the **guides, tools and other resources you can find on our website**. If you'd like more information or you want to chat through your ideas, please contact us:

Suzy Ensom
✉ scotland@fairsaturday.org
☎ 07704 449126

Ane Del Ferrero
✉ ane@fairsaturday.org
☎ 0034 686829205

