

The background of the top section is a dark field filled with numerous out-of-focus, circular light spots in shades of blue, yellow, and purple, creating a bokeh effect.

# *festivals* ..... in a ..... **festival**

**Showcasing the best of Scotland's festivals**

Guide for festivals participating in Fair Saturday 2023



**Fair Saturday**  
Scotland

# the power of culture

To celebrate Scotland's incredible and diverse festivals taking place throughout the year, we invite you to hold or showcase your festival during Fair Saturday 2023 on 25th November.

Join in our celebration of culture and community by presenting some of your best events, highlighting your community engagement and outreach programmes, or giving the audience a unique behind-the-scenes look at your work.



# Creating a better world for all of us through culture

Fair Saturday is a positive, inclusive non-profit and non-partisan initiative that takes place on the last Saturday of November, providing a cultural, empathetic and social response to the consumerism of Black Friday.

Artists and cultural organisations from all around the world come together in a global cultural movement, which aims to build bridges between communities and regions through arts and culture; and to support the local cultural and social sectors while placing them in the predominant position they deserve.

Fair Saturday is an open access movement, and we welcome artists and performers, both amateur and professional, from every cultural discipline.



A photograph of a street at dusk, decorated with numerous colorful lanterns hanging from wires. The lanterns are in various colors including blue, green, red, orange, and yellow, and some have intricate designs. The street is lined with trees and buildings, and the overall atmosphere is festive and warm.

**A festival  
within a festival.**

**A programme  
within a programme.**

# let's celebrate together

If your festival takes place during Fair Saturday, why not join our celebrations? We can include individual events or your whole festival within the Fair Saturday programme and promote your events to our domestic and international audiences.

Don't worry, your festival will remain completely autonomous with all your own branding. You can use our ticketing and streaming platforms or your own. It's your event not our event - we'll just work with you to reach as big an audience as you can!



**The events held for Fair Saturday were very successful. The reach has been huge and certainly put Fair Saturday and the Festival on the world map.**

Oban Winter Festival, 2019

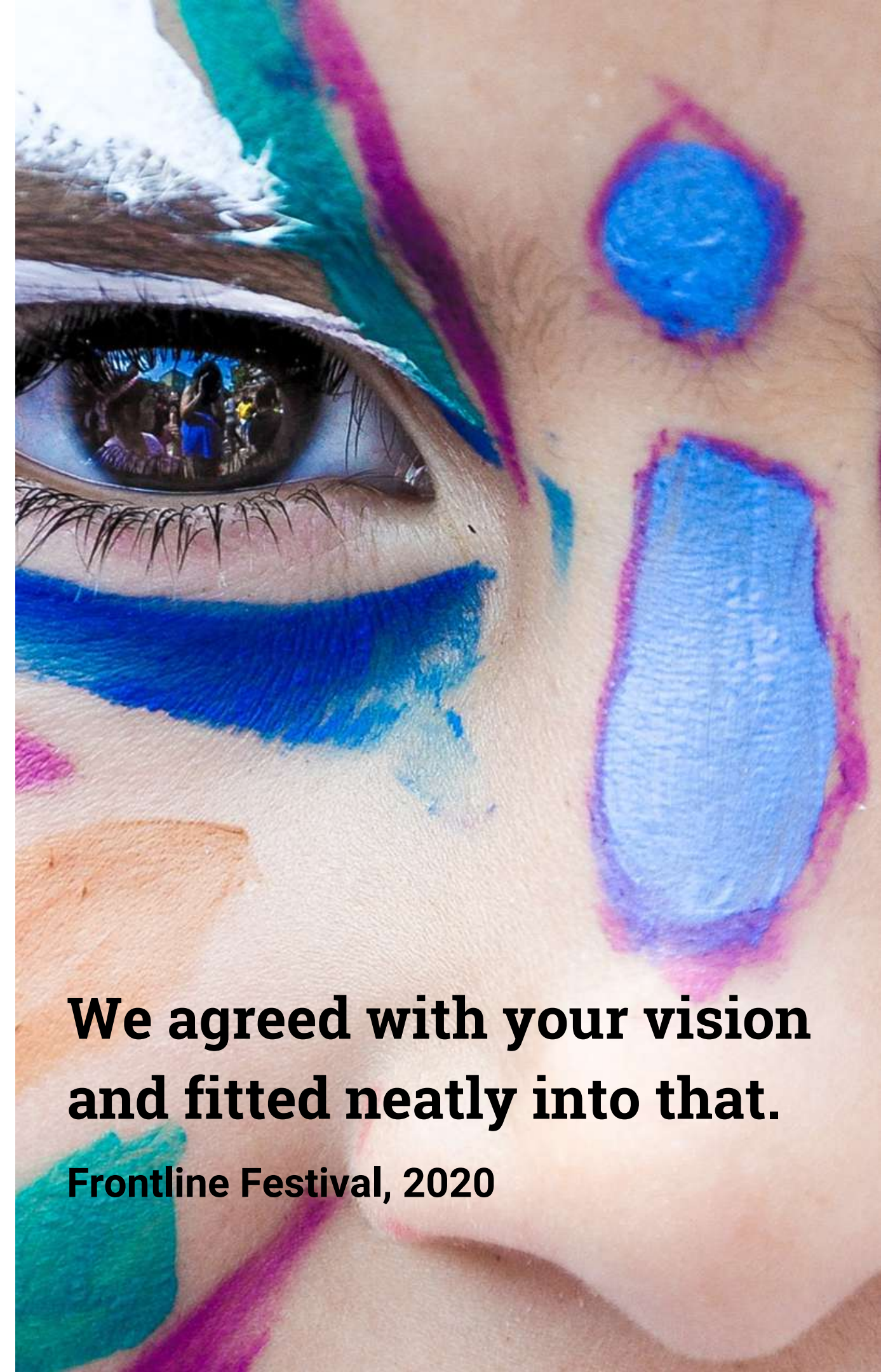
# (re)connect with your supporters

If your festival takes place at a different time of year, why not use Fair Saturday as a chance to engage with your supporters and reach new audiences, both domestic and international?

Presenting an event at Fair Saturday, either online or in person enables you to showcase some of your very best events or provide a new perspective, such as a behind-the-scenes peek at the festival, or an in depth presentation of your outreach and community engagement programmes.

**We agreed with your vision  
and fitted neatly into that.**

**Frontline Festival, 2020**



## **audience & reach**

- Reach new audiences both in Scotland and internationally
- Engage with your audience at a different time of year - remind them who you are and what you do

## **content & programme**

- Your own programme within Fair Saturday
- Provide a taste of the best of your fest
- Offer a teaser of projects in the pipeline
- Give your supporters a behind the scenes look at your event

## **outreach & engagement**

- Showcase your outreach and community engagement programmes
- Raise money for your outreach and engagement work

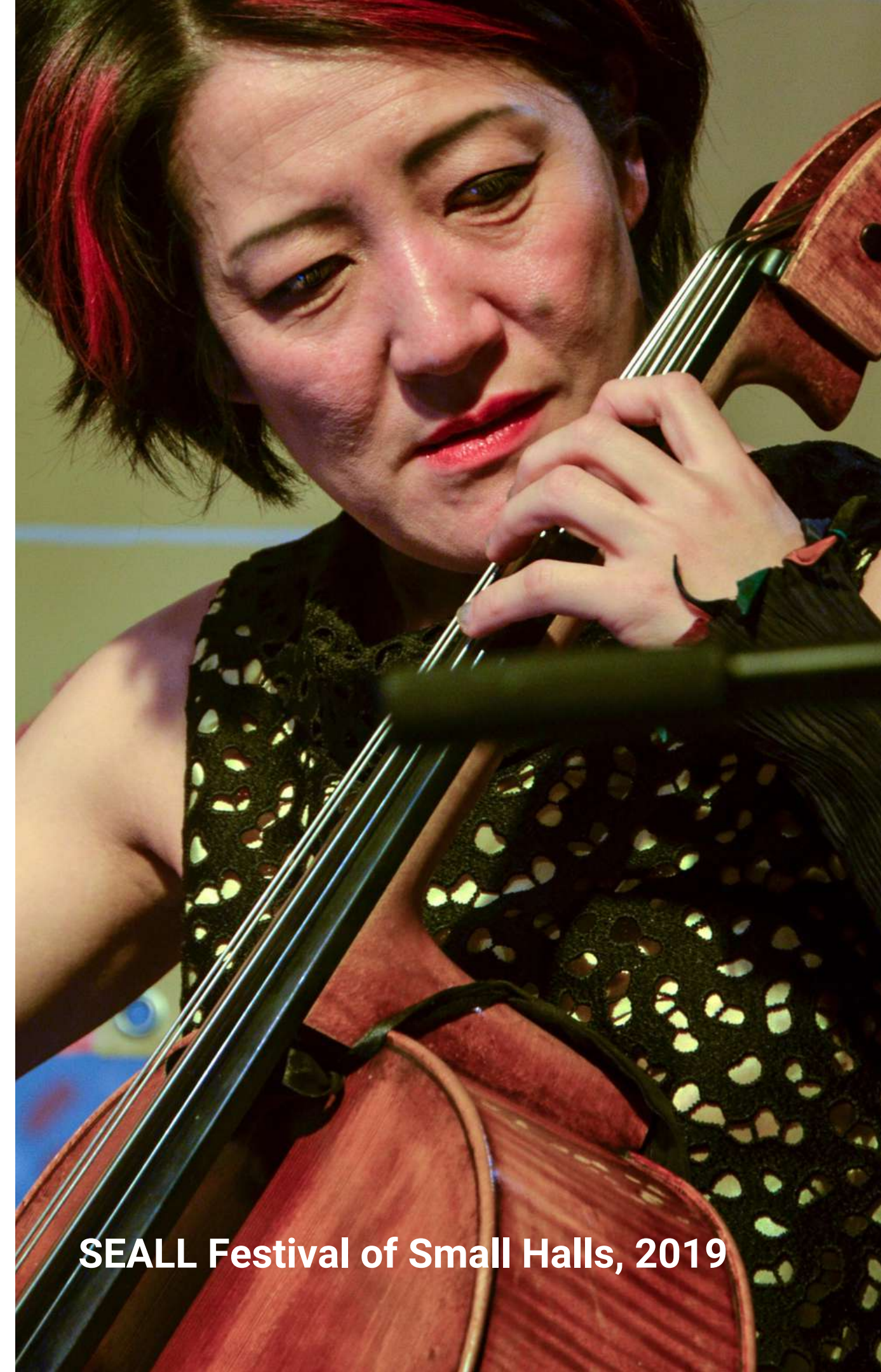
## **culture & kindness**

- Celebrate the values of diversity, inclusivity, culture and kindness alongside us
- Join us in proving the power of culture to transform and empower

# Case study: SEALL Festival of Small Halls

SEALL is one of Scotland's leading rural performing arts promoters. Based on the Isle of Skye, they deliver the magic of performance from remote rural venues with some of the best views in Scotland.

The award-winning Small Halls is a nine-day traditional music festival centred around St Andrew's Day and a unique cultural experience. From remote village halls on Skye and Raasay, the festival brings the music of some of Scotland's finest musicians to communities and visitors with the emphasis on celebration, friendship, festivity and feast.



SEALL Festival of Small Halls, 2019

## **The SEALL Festival of Small Halls has been a fantastic supporter and participant of Fair Saturday Scotland in 2019, 2020, 2021 and 2022. Here's what they say about taking part...**

"The ethos of Small Halls has always been to promote the values of friendship, equality and community. Music transcends boundaries and has the ability to influence choice and promote change. Small Halls aims to bring communities and visitors together to share in a unique and authentic musical experience in a joyful space where everyone is made to feel welcome. St Andrew's night is an excellent excuse to celebrate and it was a natural choice to join Fair Saturday in its work to use arts and culture as a channel for raising funds and awareness of charitable causes across the world.

It is comforting to know there are very many compassionate individuals and organisations like Fair Saturday who are battling against the trend of the "selfie" movement and trying their hardest to encourage fairness, tolerance, and equality within their societies, often with severely limited resources. SEALL is fortunate to be well supported by our communities and we are delighted to be part of the global Fair Saturday movement. 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, **SEALL, Festival of Small Halls**

# join us!

If you or your organisation would like to be involved in this initiative or you would like to know more, then please get in touch with Suzy Ensom at the Fair Saturday Foundation on **07704 449126** or email **[scotland@fairsaturday.org](mailto:scotland@fairsaturday.org)**

**[standrews.fairsaturday.org](http://standrews.fairsaturday.org)**

