

1- Organisation name:

Deborah du Vernay Brandao (Organiser of the event) working in collaboration with Wain Estates who is kindly offering the space to run the festival.

2- Deborah's address: [REDACTED]

Event's address: Sovereign House, Village Square, Bramhall Ln S, Bramhall SK7 1AW

3- Main contact details for correspondence:

Title: Mrs

Name: Deborah du Vernay Brandao

Role: Event Organiser

Address: [REDACTED]

Phone number: [REDACTED]

Email address: [REDACTED]

4- Bank details:

Account Name: [REDACTED]

Sort Code: [REDACTED]

Account number: [REDACTED]

5. What is the status of your Organisation/ Group?

Other - Individual

6- Description of the main activity: I am a business owner (The Flat Baker), working in parallel with events, aiming to promote and celebrate the joy, the colours, the food, the people, and all things about the beautiful culture of Brazil.

At this point I am an individual seeking for collaboration and support of local businesses to promote the festival.

I created the Brazilian Festival with its first small edition in June/2021 gathering around 500 attendees, 8 traders and live music. Due to the success of the event, for 2022 I had been working since January, growing the festival and hosting it in a bigger location, with more traders and more space for the public. 2022's edition had around 14 traders, 2 live music attractions, kids' play area and over 8k attendees across 2 days of event. It was hosted in a premium location in Ancoats (Manchester's city centre) in partnership with Ancoats Pop Up and local council.

The festival focus in a diverse audience not only to celebrate Brazilian culture, but to provide a cultural exchange to all the attendees. This is an inclusive and family friendly festival where everyone is welcomed.

7. When was your Organisation/Group established?

I have been running this festival since 2021.

8. Does your organisation have the following policies and procedures in place?

No

9. Please give us a brief description of your proposed/planned project or activity

The idea is to replicate, in a smaller version, the same festival of Manchester's City centre. Providing authentic Brazilian traders of food, drink and crafts.

As a family friendly festival it's extremely important for us to be inclusive with groups of all ages, and provide children's entertainment in which we will have a couple of clowns doing face painting, balloons and games, as well as live music running for the whole day.

The festival was very popular in the city centre, and now we aim to bring it and adapt it to other locations where the local community could benefit with its cultural exchange.

For this edition in Bramhall we have the support of Wain Estates who kindly allowed us in using their space to host the event. The local Pub 'The Crown & Conspirator' will have their site decorated with Brazilian props and will host an after party as a sign of their support for the festival. Ed's Hair salon and other businesses have already shown their support in helping us to advertise the event. Most of the local businesses are happy to have the festival hosted in their community as this will positively impact their shops, bringing more people to the area.

Mr Darren Flannery from Stockport's council is guiding us on every step to set the festival and make sure it will be of a good benefit not only to the community, but for the business around as well.

This is what the festival is all about: working collaboratively with local businesses and creating a positive impact in the community.

We aim to have around 10-14 traders, at least 1 live musician and a kids play area.

We will rent tables, gazebos, a power generator, speakers, a van, as well as having at least a team of 3-4 people to set up the festival and supervise it during the day to ensure it will be run smoothly.

The grant will be used exclusively to cover the festival expenses and ensure all the workers involved, since the preparation until the end of the day, are properly paid for their working hours.

It's important to ensure the correct power is supplied to avoid cuts on electricity for the traders and entertainment, as well as the support of a technician to guide us, ensuring it's a safe environment for both traders and the public.

10. Who will benefit from this grant?

The grant will be used entirely in the festival to pay for its expenses and workers on the day.

We aim to bring a cultural exchange and be the most inclusive as possible with families and groups from all ages, providing them with activities and more about what Brazil and Latino American culture is like.

This is a great opportunity for Bramhall, as festivals like that are normally held in city centres/parks and many of the families and groups don't have the chance to travel to those locations. And Brazilian culture in particular is not much spread in the UK, although we have a big community in the North West. So this is another great chance for the locals to get in touch with such diverse cultures.

10(a) How Many Stockport Residents Will benefit?

The goal is to have around 2k attendees over the course of the day.

Many local businesses are happy to advertise the event with posters and in their social media channels which can be a good help to make the festival be well advertised and hopefully bring more people.

10(b) Are there any restrictions on who will benefit from the funding?

No. Our top priority is to make this festival inclusive for all ages and groups.

11. Your Project's Budget

Space: free of charge, courtesy of Bramhall Village Square and Wain Estates who is supporting the festival

Tables and gazebos: £350/rent for a weekend

Staff: 3 x people of £50 each / total of £150

Host and supervisor: £60

Event organiser fee: £300

Van rental: £200/ weekend (including getting equipments a day before and returning the day after)

Musician with speakers: £250/day

Children's entertainers: £100/day

Generator: £400 (estimative- still in quotation) + VAT

Electric technician: £100/day

Decoration and props: £50

Posters (printed): £50

Design of the poster £40

11(a) How much will the project/activity cost in total?

The project costs revolve around: £1800-£2050. Depending on the total amount gathered between sponsorship, funding and trader's fee we can cut out some of the expenses or add other things (e.g. add extra sitting area, barriers to organise long queues, printing flyers and more posters, budget for ads on social media, etc).

11(b) Tell us about other any other sources of income you have already applied for or raised so far in relation to this project.

The event will charge a fee from each trader of food, drink or craft.

The fees are in tears starting from £60/£80/£120/£180.

£60 for crafts

£80 for sweets and bakery traders (addition of £20 for electricity/generator)

£120 for hot food (using power and generator)

£180 food + alcoholic drinks (using power and generator)

Other than that we will have a sponsorship from the local pub 'The Crown & Conspirator' (£300) to have their logo on the festival poster and visibility to attract customers to their Brazilian night (private party after the festival in their pub).

12. How much are you applying for from the Ward Flexibility Budget?

This is an application for Bramhall & Cheadle Hulme South Area Committee for the following funds:

£400 to the Bramhall South and Woodford ward fund

£300 Bramhall North

£200 Cheadle Hulme South

13(a) If the amount you are applying for covers only part of the project/activity, then please tell us how do you intend to fund any shortfall?

Suppose we have the funding of £400 from Bramhall South and Woodford Ward, £300 from £300 Bramhall North and £200 Cheadle Hulme South which is £900/total. With the sponsorship of £300 from the local pub 'The Crown & Conspirator' is £1200 in total. All the £800-850 remaining will be taken from the trader's fee which can cover the rest of the costs.

What is the planned timescale for spending this grant?

Start: as soon as the grant is released. However We are already working with our personal budget/money and the traders fees.

Finish: the week after the festival to finish paying all the invoices of rental equipment and helpers involved in the day.

3. Which wards are you applying to?

We are applying to the Cheadle hulme South Area Committee the following amount:

£400 to the Bramhall South and Woodford ward fund

£300 to Bramhall North

£200 to Cheadle Hulme South

