

## CELEBRATING WORLD FOOD AND MUSIC

**MOTE PARK**

**SATURDAY 10<sup>TH</sup> AND SUNDAY 11<sup>TH</sup>  
SEPTEMBER 2011**

Date: 1<sup>st</sup> June 2011

Dear Colleague

On **Sunday 11th September 2011** the eighth "Maidstone Mela" will be taking place. This outdoor event aims to celebrate the diverse cultures within the borough through music, dance and food. The Mela will take place at Mote Park between 1pm until 7pm and entrance will be free.

The Mela will have a truly International theme with stalls selling national and regional cuisine; stalls displaying crafts and displays of national dress. On the stage there will be a full programme of multi-cultural entertainment from the diverse communities of Maidstone. Last year the Mela attracted in the region of 10,000 visitors.

I am writing to offer you the opportunity to have a stall at this exciting event.

The cost for commercial/public sector organisations will depend on the size of pitch you would like:

- 5m - **£275**
- 8m - **£350**
- 10m - **£425**

If you are a local community group or a local charity there are many ways you can take part in the event:

- Having a stall – promote your work, sell food, recruit new members (a charge of £75 may apply).
- Taking advertising space in the event programme (some charges may apply).
- Promoting the event with flyers and leaflets – be part of the Mela team – help make the event a great success.

You will be responsible for providing all the equipment for your stall. If you would like to take up this offer, please complete the attached registration form and return to me to show your interest in holding a stall by Friday 1<sup>st</sup> July, 2011. Maidstone Borough Council will then send you a letter quoting a price for the stall along with a contract with their requirements regarding payment and certificates required where applicable.

This community event will be an excellent way for you to promote your services, goods and employment opportunities where applicable to the diverse communities of Kent. The event will be promoted in the ethnic as well as mainstream media.

If you have any further questions at this stage please contact Christine Dier on **01622 602748** or my colleague Gurvinder Sandher from Kent Equality Cohesion Council on **01474 369329**.

Yours sincerely

*Brian Morgan*

**Brian Morgan**  
**Assistant Director of Regeneration & Communities**

**THE MJ**  
2006  
Achievement Awards  
**COMMENDED**

**Please reply to:**

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