



Bardon Mayfair in June!

Mayfair Core Committee Roles

If you've made it this far, welcome, we are so glad to have you...

Below is a brief outline of the core committees needed to run a successful Mayfair in 2025 – keep scrolling!

Please don't feel like asking a question is going to lock you into a role – get in touch if you need more information. Or if you just want in – let us know – you won't regret it!

Email Molly: president@bardonpandc.net.au

Mayfair Co-Convenors

Without a captain... insert sappy leadership quote here... But seriously, without the role of Mayfair co-convenors filled, the show simply won't go ahead!

Mayfair co-convenors will oversee the operations of the event (such as logistics, marketing and stalls) to ensure the fair is successfully delivered. Ideally this is a two-person job, with clearly defined tasks.

Key tasks include:

- Liaise with school and P&C to approve date based on ride availability and school calendar clashes (already completed for 2025)
- Contact core team and P&C for initial Mayfair meeting (late 2024 or early 2025) to plan timeline and discuss implementation of new ideas
- Organise a social event (eg afternoon catch up at Bardon Bowls) to welcome all parents to get involved
- Communicate with core teams to problem solve issues regarding timing, planning and resources
- Contact local MPs and council for involvement in the event
- Connect relevant teams or individuals where necessary (e.g. logistics with stall holders)
- Coordinating stall convenors – contacting previous convenors and introducing new ones
- Liaise with P&C president and treasurer regarding budgeting, treasury, insurance and risk assessment
- Communicate with stall holders regarding budgets, stall requirements, pricing and problem solving
- Oversee operations and be an emergency contact on the day

Much of the work in this role in the lead up can be done via email or phone. You just need to be a good communicator and happy to delegate to your core team to stop the ship from sinking – there it is 😊

In the weeks before the event you will most certainly be busy, but the beer you have at the end of the day will be one of the best you have ever tasted!

The logo for 'Bardon Mayfair in June!' is centered at the top of the page. It features the word 'Bardon' in a red, sans-serif font, 'Mayfair' in a large, dark blue, cursive font, and 'in June!' in a red, sans-serif font below it. The text is contained within a white, cloud-like shape with a dark blue outline. The background behind the logo consists of a sunburst pattern of radiating lines in shades of yellow, pink, and purple.

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Entertainment and sound

Entertainment and sound can be organised by one or two people. You do not need any previous experience and *definitely* don't need to be a performer yourself, just the ability to forward plan and communicate with a few key people on the day.

Key tasks include:

- Organise school-based entertainment – liaise with music teachers for band/choir and Bardon's Got Talent winners to arrange performance times
- Contact local dance companies and offer opportunity to perform on the day
- Book bands and other musicians (or create playlist for music between acts)
- Book MC – put MC in contact with marketing/sponsorship/convenors for key messages throughout the day
- Create run sheet for the entertainment schedule
- Work with logistics for stage and greenroom location – communicate with performers
- Organise equipment and operator for sound for stage/performance (hired from Brisbane Sound Group)

Entertainment requires some early planning in the six months prior to the event to ensure we can lock in bands, MC and sound operators. Closer to the event, you will have to circle back and lock in times for performances. On the day, you will just be a contact to resolve any minor issues.

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Sponsorship and marketing

Sponsorship is an incredibly vital role in ensuring the success of the fair, as this can cover much of the outlay prior to the event. In 2025, we will not be running a silent auction as part of the fair, so this has reduced the role.

Key sponsorship tasks include:

- Plan and organise appropriate sponsor offerings – easy to update from 2024 – consultation with P&C and school
- Contact potential sponsors within the community and beyond
- Follow up with sponsorship agreements and ensure all conditions are met
- Liaise with marketing/design to ensure all logos and business information is correct
- Make contact with each sponsor on the day – either yourself or by introducing Mayfair convenor or P&C representative
- Send out certificates of thanks after fair

While this role is significant, much of it can be done via email and there is very little to do on the day of Mayfair. There are many existing resources to make this job easier and we are open to suggestions about how to make sponsorship even better!

Like sponsorship, marketing is a vital in ensuring the success of our event – particularly getting the word out to the wider community. While we have many existing resources for marketing, these need to be tweaked each year and while design skills are not required, a willingness to use and engage with social media channels is a must!

Key marketing tasks include:

- Create Mayfair branding and design work including flyer, sponsorship offering, certificates etc. (design can be outsourced)
- Create templates and schedule for social media channels
- Monitor social media in weeks and days leading up to the fair
- Write Mayfair Memos for school communications
- Coordinate letterbox drop
- Coordinate with logistics to put up street signage
- Communicate with sponsorship team to ensure all requirements are met

Marketing is best done in a team of 2-3 to bounce ideas around and ensure impeccable proofreading. There are also a few veterans who are passionate about drinking both wine and coffee if you need some questions answered!



Logistics crew

The logistics crew is ideally made up of 2-3 key individuals with extra volunteer muscle on the weekend of the event.

Key tasks include:

- Creating the layout of the fair – this is tweaked each year and we have a detailed wet weather plan
- Coordinating Mayfair signage – can be physically done by volunteer
- Coordination on power/lighting/water
- Coordinating the delivery and setup of marquees
- Coordinating the hire with the rentals company
- Creating a bump in and bump out schedule
- Liaising with the school (Dene and Jill) regarding issues around set up or access
- Implementing bump in/out with volunteers and hired cleaners
- Liaising with stall coordinator as to what's needed
- Dealing with site/access issues on the day

Logistics is best run in a group, and we still have the wisdom of the outgoing logistics team so we need to utilise their expertise and experience while we can!

The role is physically demanding on the weekend of the fair, but as there are many resources available, the planning stages are straightforward.