

# 13th Annual Renaissance Faire at Sleepy Hollow

*Welcome, Goode Merchant!*

*Last year we saw several new changes to the Renaissance Faire at Sleepy Hollow including the new Dirty Laundry stage, live Battle Chess with a new siege tower and an expansion of the Viking encampment.*

*An even bigger change for Sleepy Hollow was the addition of the Ren Faire After Dark which took place May 20 and 21st, 2017. In case you didn't hear all the buzz, it was a highly successful adult only event for 21 and older. This event basically took all the late afternoon "blue" shows, ratcheted them up a bit, threw in a whole lot more fun and made a new lively risqué event of it. Attendance was great, patrons had a blast and of note for you; merchants were very excited about their high level of sales. Also, there was no vendor fee for merchants who had vended all three weekends of the 2016 Renaissance Faire at Sleepy Hollow.*

*If you are interested in vending at "RAD", Renfaire After Dark, and space is much more limited, you can go to <http://www.renfaireafterdark.com/merchants> and print a vendor application. Your deposit is due with the application. Merchandise should be adult not child related.*

Our season is the same as always: the first three weekends of September, including Labor Day. This year, those dates are as follows:

- September 1-3, 2018
- September 8-9, 2018
- September 15-16, 2018

**We're giving returning merchants first crack at their previous booths, with the exception of the Guild Hall.** That building will not be used for vendors this year. If you have outgrown your space, prefer a different exposure, and so on now is the time to contemplate moving to a different location.

**Here's the best news of all:** If you are a **returning full time merchant from 2017** (as in, a merchant who vended with us all three weekends last year), **your vendor fee goes down 25% from last year!** As Rick Flatt stated, he is invested in making the Sleepy Hollow Renaissance Faire the best it can possibly be—and he can't do that without YOU as his merchants. Reducing your fees over the next few years is his way of thanking you for your support in growing our faire!

If you're a merchant new to the "13th Annual Renaissance Faire at Sleepy Hollow," we'll find a spot that suits your needs. We'll charge you the regular vendor fee, which is still very reasonable (though admittedly not as nice if you are a returning merchant!). Please make notations on your vendor form if you have specific requests. Ideally, you'll want to vend all three weekends, but if you're committed elsewhere, let us know and we'll do our best to accommodate you

## New Fees, Old Fees

For 2018, new merchant spaces are reserved on a first-come/first-serve basis, so we encourage you to send in your vendor fee as soon as possible. Fees include electric, water, garbage, and Wi-Fi. *Note:* A substantial discount is given for vending all three weekends. **New merchant fees are the same as they were last year**, while **returning merchant fees are 25% less than they were last year!** (*Note:* This discount is *only* applicable to those merchants who vended all three weekends of the 2017 Sleepy Hollow Renaissance Faire! Also, if you are a returning merchant and you skip this year, you will *not* get this reduction in 2019. We want to encourage a long-term partnership.)

<b>New Merchant Fees per Space</b>	<b>9/1-3</b>	<b>9/8-9</b>	<b>9/15-16</b>	<b>All Three!</b>
Cart or street stand	\$75	\$50	\$50	<b>\$150</b> (\$175)
Any tent	\$150	\$100	\$100	<b>\$300</b> (\$350)
Medium booth in permanent building (approximately 150–220 sf)	\$200	\$150	\$150	<b>\$400</b> (\$500)
Large corner booth in permanent building (approximately 240+ sf)	\$350	\$275	\$275	<b>\$800</b> (\$900)

<b>Returning Merchant Fees per Space</b>	<b>All Three!</b>	<b>Returning 2016 &amp; 2017</b>
Cart or street stand	<b>\$112</b> (\$130)	\$75
Any tent	<b>\$225</b> (\$262)	\$150
Medium booth in permanent building	<b>\$300</b> (\$374)	\$200
Large corner booth in permanent building	<b>\$600</b> (\$674)	\$400

*To reserve your space, you may either pre-pay the entire vendor fee by May 1, 2018, or you can make a deposit by May 1, with the remainder due August 15, 2018.* Please note: This deposit is *not* refundable. A deposit is required for every weekend you intend to vend. Calculate your fee from above based on whether you are a new or returning merchant. Your deposit is 1/2 of your vendor / rental fee again due May 1. **If shops are not paid in full by August 15 they may be reassigned.**

Make out and mail your check to the following:

### **Sleepy Hollow Sports Park**

4051 Dean Avenue

Des Moines, IA 50317

Payment may also be submitted via Visa, MasterCard, or Discover. Credit card charges will have a 3% processing fee added to the total. Call 515-262-4100 and ask for Mary Flatt.

### ***Up the Quality!***

We here at the “13th Annual Renaissance Faire at Sleepy Hollow” are committed to producing a wonderful experience for both faire-goer and merchant alike. Part of the plan to grow our festival is based on increasing the artistic quality of the merchandise found here. We want “Sleepy Hollow” to be synonymous with the best Renaissance merchandise available anywhere!

Strive to be the merchant who fills a particular niche with your own handmade wares! Make beautiful goods of strong, natural materials; avoid plastics, please. The management staff of the “13th Annual Renaissance Faire at Sleepy Hollow,” reserve the right to reject potential vendors if their product line is deemed sub-par, pornographic, drug paraphernalia, etc.

### *Concentrate on Signage and Shop Presence*

Want to get patrons to enter your shop! Start with an eye catching home made sign. The best shoppes feature handmade or painted signs—not some computer printout with pixelated imagery. Not all of us are artists, but all of us do know someone crafty and artistic who could make some cool signs for our shops! Now is the time to start making something attractive and appropriate for your booth!

Signage that is clearly modern will not be allowed outside your shop entrance, though you may choose to install it on the interior of your shop if you so choose. We really want to develop and maintain a sense of magic for the patrons—which will translate to better sales for all!

Lastly, take the time to dress up your vending space to make it as attractive as possible. We are reducing your fees so you can use the money on your space as well as putting a little more jingle in your pocket. Also, the more patrons linger in your shop, the greater the chance they'll spend their money there! For those of you who have electric (especially if you're in a dark booth), discreet lighting is permissible, though the key is **discreet**. Soft tunes of a Celtic or Renaissance theme may be played in the background unless you're near one of the stages. And potpourri or incense may aid your sales. Above all, make it magical!

### *Join the Parade!*

At the "13th Annual Renaissance Faire at Sleepy Hollow," we want to increase your sales. Toward that end, we'd like merchants to make a showing in one of the day's parades throughout the park. So put someone in charge of your shop, dress up in your best merchandise, grab a banner with your shop's name, and set out to walk the park with the Queen and her entourage and all the rest of the faire folk! Smile and wave, and shout out your shop's name to the patrons! Interact with the faire-goers—don't just hide in your booth!

### *The Bottom Line*

To create an enchanting Renaissance ambience for your shop, please remember the following:

- Make a hand-painted banner or wooden sign for your shop.
- Decorate your booth or tent or stand. Make it festive! Avoid plastics, hide shiny chrome, and so on. Add banners, ribbons, and flowers. Use wooden shelves; if you must use plastic, try your best to disguise them somehow.
- Hide anything modern (coolers, plastic boxes, etc) beneath fabric or inside wooden boxes. Disguise your garbage and remove it every day.
- Use a mug, horn, or tankard for your beverages. Try not to eat right in front of your patrons, if possible.
- Supervise your children and your pets. Note: All dogs must have a current rabies tag.
- Everyone who works at your booth or is part of your operation (including children) must be dressed in period attire.
- Smoking is strictly forbidden inside booths and in any public space accessible or visible by patrons.
- Likewise, avoid cell phone use in public spaces—it's unprofessional. No one wants to see a pirate constantly checking his or her phone.
- Show courtesy to the Queen—bow or curtsy; if male, please remove your hat. This may seem old-fashioned, but it adds to the ambience of the faire.

### *Camper Camaraderie!*

We want to encourage the development of a strong Faire community. One of the best ways to do that is to gather after hours—so we offer overnight camping for *free*. We have spots for RV trailers as well as tents. There are also showers available to merchants and entertainers.

### *And Finally . . .*

We look forward to working with you in making the “13th Annual Renaissance Faire at Sleepy Hollow” the best festival in the region!

Mary Flatt, Merchant Coordinator

515-321-4053 ❖ [mary@sleepyhollowsportspark.com](mailto:mary@sleepyhollowsportspark.com)

Please keep in mind the closer we get to the faire the busier I am, so please contact me with questions ahead of time.

### **TWO IMPORTANT NOTES**

**1) Iowa Sales Tax ID Number.** The State of Iowa now **requires** every vendor selling at an Iowa event to have a permanent sales tax ID number; temporary permits are no longer granted. You need this number to sell in Iowa, regardless of whether you live in Iowa or in another state.

Go to: <https://tax.iowa.gov/iowa-sales-and-use-tax-guide>. It's free and doesn't take long and is good for any event you sell at in Iowa. You can start selling immediately; you don't need to wait for the permit to arrive.

**2) Liability Insurance.** If you sell weapons or anything of a similar nature or have an activity involving weapons or the possibility of a patron getting hurt, we **require** you to have your own liability insurance. And in this day and age of litigation, we also **strongly** encourage **every** vendor to have liability insurance, just to be on the safe side.

Contact your car, home, or rental insurance agent for leads and quotes; you may get a discounted rate. Otherwise, Sleepy Hollow can recommend Mark DuBay of Professional Solutions Insurance Services, at 515-710-4355 or 515-313-4502. Other options include [specialtyinsuranceagency.com](http://specialtyinsuranceagency.com) and [reenactorsinsurance.com](http://reenactorsinsurance.com).

# 13th Annual Renaissance Faire at Sleepy Hollow

Festival Park at Sleepy Hollow Sports Park  
4051 Dean Avenue, Des Moines, IA 50317

**DATES:**  
September 1-3, 2018  
September 8-9, 2018  
September 15-16, 2018

**HOURS:**  
10:00AM to 6:00PM  
every day

I/we \_\_\_\_\_, representing  
\_\_\_\_\_ (name of shop), request acceptance into the  
"13th Annual Renaissance Faire at Sleepy Hollow." I agree to the following:

- Dress in Renaissance attire (roughly the 14th–18th century) and design my space accordingly.
- Not smoke or use cell phones inside my shop during festival hours. (Exception being to use cell phone for running credit-card purchases.)
- Will not bring alcoholic beverages on the festival site.
- Have my shop/tent/stand fully up and running by opening gate ceremony (10:00AM) and not close until official day ending (6:00PM).
- Have my vehicle off of festival grounds by 9:30AM and not return with it before 6:15PM.

**I will vend the following dates:**

- All three weekends (discount applies)  
 Weekend One (September 1-3, 2018)  
 Weekend Two (September 8-9, 2018)  
 Weekend Three (September 15-16, 2018)

**Please check the space in which you want to vend:**

- I want a large corner booth in a building  
 I want a medium booth in a building  
 I want to use a Sleepy Hollow medieval tent  
 I have my own period tent (dimensions: \_\_\_\_\_)  
 I have a cart or street stand

**Please check one of the following:**

- I am a new merchant  
 I am a returning merchant from the 2017 Sleepy Hollow Renaissance Faire

<b>New Merchant Fee</b>	<b>9/1-3</b>	<b>9/8-9</b>	<b>9/15-16</b>	<b>All Three!</b>
Cart or street stand	\$75	\$50	\$50	<b>\$150</b> (\$175)
Any tent	\$150	\$100	\$100	<b>\$300</b> (\$350)
Medium booth	\$200	\$150	\$150	<b>\$400</b> (\$500)
Large corner booth	\$350	\$275	\$275	<b>\$800</b> (\$900)

<b>Returning Merchant Fee</b>	<b>9/1-3</b>	<b>9/8-9</b>	<b>9/15-16</b>	<b>All Three!</b>
Cart or street stand	\$56	\$37	\$37	<b>\$112</b> (\$130)
Any tent	\$112	\$75	\$75	<b>\$225</b> (\$262)
Medium booth	\$150	\$112	\$112	<b>\$300</b> (\$374)
Large corner booth	\$262	\$206	\$206	<b>\$600</b> (\$674)

<b>Deposit Due by May 1</b>	<b>9/1-3</b>	<b>9/8-9</b>	<b>9/15-16</b>	<b>All Three</b>	<b>Due Upon Arrival</b>
Cart or Tent	1/3	1/3	1/3	1/3	2/3
Medium or large booth	1/2	1/2	1/2	1/2	1/2

**I sell the following products (check all that apply):**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Clothing / costumes | <input type="checkbox"/> Leather goods       | <input type="checkbox"/> Pirate goods                |
| <input type="checkbox"/> Childrens wares     | <input type="checkbox"/> Wood items          | <input type="checkbox"/> Fairy wares                 |
| <input type="checkbox"/> Jewelry             | <input type="checkbox"/> Housewares          | <input type="checkbox"/> Historically accurate items |
| <input type="checkbox"/> Weapons             | <input type="checkbox"/> Glass items         | <input type="checkbox"/> Food / edibles              |
| <input type="checkbox"/> Scented items       | <input type="checkbox"/> Art prints or books | <input type="checkbox"/> Art objects                 |
| <input type="checkbox"/> Ceramics            | <input type="checkbox"/> Furniture           | <input type="checkbox"/> Other _____                 |

**Please check all that apply:**

- All of my wares are handmade                       All of my wares are commercially produced  
 Some of my wares are handmade

**Please check the following:**

- I am paying the vendor fee in full: \_\_\_\_\_  
 I am paying a deposit fee in the amount of \_\_\_\_\_; the remainder of \_\_\_\_\_ due August 15th.

**Name(s)** \_\_\_\_\_

**Business Name(s)** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**Facebook** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Dated:** \_\_\_\_\_

I have an Iowa Sales Tax ID number: \_\_\_\_\_

I have liability insurance from \_\_\_\_\_ in the amount of \_\_\_\_\_

**NOTE: YOU MUST HAVE AN IOWA SALES TAX ID NUMBER TO VEND AT THIS EVENT. LIABILITY INSURANCE IS ALSO STRONGLY ENCOURAGED.**

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4051 Dean Avenue, Des Moines, IA 50317

Payment may be made by Visa, MasterCard, or Discover (additional 3% processing fee applies).  
Call 515-262-4100 and ask for Mary Flatt.

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To be filled out by Sleepy Hollow

	<b>AMOUNT</b>	<b>DATE</b>	<b>Check/CC/Cash</b>
Full Fee Due	_____	_____	____/____/____
Deposit Made	_____	_____	____/____/____
Amount Due	_____	_____	____/____/____
Booth Assigned	_____		

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