

12th Annual Renaissance Faire at Sleepy Hollow

Welcome, Goode Merchant!

Last year we saw many new changes out at Sleepy Hollow:

- It was the first year of the Sleepy Hollow Renaissance Faire after the end of the ten-year run of the Des Moines Renaissance Festival.
- The new Scottish castle—dubbed “Rickenmare Castle”—was built in the south end of the park, anchoring future expansions.
- 68 merchants vended at last year’s event—the most we’ve ever had! (*Thanks to all of you new vendors who attended last year!*)
- The entertainment budget was also increased over the previous year, with some terrific new acts, including Better Than Nun and Musical Blades, expected to return this year.

This year we are projecting things to be even better! We have more expansion plans in the works, including ways to draw more crowds down to the south end, where many merchants were in tents on the road to the Rickenmare Castle. The Pirate and Viking areas by the river will continue to expand, as well. More activities are also in the works!

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

- September 2–4, 2017
- September 9–10, 2017
- September 16–17, 2017

We’re giving returning merchants first crack at their previous booths, though now is the time to contemplate moving to a different location if you have outgrown your space, prefer a different exposure, and so on. Especially in the Guild Hall, where sunlight can be an issue, getting in your application ASAP gives you first crack at the space you want!

Here’s the best news of all: If you are a returning merchant (as in, a merchant who vended with us last year), your vendor fee goes down 25% from last year! As Rick Flatt stated at last year’s merchant meeting, 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 “12th 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 2017, spaces are reserved on a first-come 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 at the 2016 Sleepy Hollow Renaissance Faire! Also, if you are a returning merchant and you skip this year, you will *not* get this reduction in 2018. We want to encourage a long-term partnership.)

New Merchant Fees per Space	9/2-4	9/9-10	9/16-17	All Three!
Cart or street stand	\$75	\$50	\$50	\$150 (\$175)
Any tent	\$150	\$100	\$100	\$300 (\$350)
Stall in Guild Hall (small—approximately 100 sf)	\$150	\$100	\$100	\$300 (\$350)
Medium booth in permanent building (approximately 150-220 sf)	\$200	\$150	\$150	\$400 (\$500)
Large corner booth in permanent building (approximately 240+ sf)	\$350	\$275	\$275	\$800 (\$900)
Returning Merchant Fees per Space	9/2-4	9/9-10	9/16-17	All Three!
Cart or street stand	\$56	\$37	\$37	\$112 (\$130)
Any tent	\$112	\$75	\$75	\$225 (\$262)
Stall in Guild Hall	\$112	\$75	\$75	\$225 (\$262)
Medium booth in permanent building	\$150	\$112	\$112	\$300 (\$374)
Large corner booth in permanent building	\$262	\$206	\$206	\$600 (\$674)

To reserve your space, you may either pre-pay the entire vendor fee by May 1, 2017, or you can make a deposit by May 1, with the remainder due upon arrival at the site for set-up. 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. If you are in a cart, tent, or the Guild Hall, your deposit is 1/3 of your total vendor fee, with 2/3 due upon arrival. If you are in a medium or large booth, your deposit is 1/2 of your vendor fee, with the other half due upon arrival.

Deposit Due by May 1	9/2-4	9/9-10	9/16-17	All Three!	Remainder Due Upon Arrival
Cart or street stand	1/3	1/3	1/3	1/3	2/3
Any tent	1/3	1/3	1/3	1/3	2/3
Stall in Guild Hall	1/3	1/3	1/3	1/3	2/3
Medium booth	1/2	1/2	1/2	1/2	1/2
Large corner booth	1/2	1/2	1/2	1/2	1/2

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 American Express. 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 “12th 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!

Festivals in the 1970s (such as the terrific Minnesota Renaissance Festival in Shakopee) initially started as venues for artists to sell their handmade wares—not sell mass-produced stuff cheaply made overseas. While we realize things are different now than they were then, we want to see a stronger presence of handmade wares. Many of the merchants—the Potter’s House for one and Queen Victoria’s Secret, for another—make every product they sell.

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. While there isn’t currently a jury process for the “12th Annual Renaissance Faire at Sleepy Hollow,” we do reserve the right to reject potential vendors if their product line is deemed sub-par, pornographic, drug paraphernalia, etc. We’d like to know your thoughts about limiting product lines, undertaking a jurying process, etc—anything that we can do to up the quality of merchandise offered here.

Concentrate on Signage and Shop Presence

The best festivals feature handmade or -painted signs—not some computer printout with pixilated 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!

This is especially true along Main Street—which is where patrons get their first impression of a lively Renaissance village. Starting this September, 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 know some vendors also work the Farmers’ Market and Art Show circuits, where printed vinyl banners are appropriate, but we really want to develop and maintain a sense of magic for the patrons—which will translate to better sales for all! So do take the time to create handmade signage, and if you need help, just ask! We’ll find someone willing to lend a hand for a modest fee.

Lastly, take the time to dress up your vending space to make it as attractive as possible. 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 “12th 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. (Optional for children!)
- 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.

Campfire 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 “12th Annual Renaissance Faire at Sleepy Hollow” the best festival in the region!

Dori Hein, Merchant Coordinator

515.557.0553 ❖ dori@manske.org ❖ Dali O’Ryan on Facebook

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 and reenactorsinsurance.com.

12th Annual
Renaissance Faire at Sleepy Hollow

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

DATES:
 September 2–4, 2017
 September 9–10, 2017
 September 16–17, 2017

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

I/we _____, representing _____ (name of shop), request acceptance into the “12th 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.)
- 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 2–4, 2017)
 Weekend Two (September 9–10, 2017)
 Weekend Three (September 16–17, 2017)

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 a stall in the open-air Guild Hall
 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 2016 Sleepy Hollow Renaissance Faire

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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 upon arrival

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

Payment may be made by Visa, MasterCard, or American Express (additional 3% processing fee applies). Call 515.262.4100 and ask for Mary Flatt.

To be filled out by Sleepy Hollow

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