

Merchant Application/Contract



Event: The Gloucester Renaissance Festival
Location: Historic Downtown
Gloucester VA 23061
Dates: July 17-18, 2010
Hours: Saturday: 10:00am - 6:00pm
Masquerade Ball 5:00pm-6:00pm
Sunday: 10:00am - 5:00pm



All Merchants must complete, sign and return an Application/Contract for each Event. Submitting an Application does not guarantee acceptance. If the Application is accepted it will be considered a Contract. Applications are accepted on a first come first served basis with returning participants, who are of good standing, being given first refusal. Deadline for submitting Applications is June 4th, 2010. Applicants under 18 years of age must have a parent or guardian sign the Application/Contract. Retain a copy for yourself and return the original by postal mail to the address listed below.

Business/Booth Name: _____

Type of items offered: _____

Owner(s) Name: _____

Booth Staff if not Owner(s): _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Cell Phone: _____

Email: _____ Web Address: _____

Medical or Special needs: _____

Description of Tent/Pavilion: _____

Space required for Tent/Pavilion to include all ropes, stakes, awnings, attachments, signage, camping shelters and other miscellaneous features: _____

Camping/Lodging: Period Tentage Modern Camping RV Vehicle Offsite

Payment must be submitted with the Application/Contract unless prior arrangements have been made with MFC Management. Payment may be made by checks made payable to Medieval Fantasies Company. Payment by Paypal invoice or credit card is available by contacting MFC. Failure to submit payment will result in Application not being accepted. Checks returned for insufficient funds will result in a \$25.00 fee.

Merchants are required to provide an image of their tentage and wares with application. Failure to submit an image will result in Application not being accepted. Merchants selling weapons, food, or beverage are required to provide a Certificate of Liability with application. Failure to provide a Certificate of Liability will result in Application not being accepted.

Merchants except for weapons, food and beverages are not required to have insurance however all Merchants are responsible for their own insurance. Additional information is available in the MFC Company Handbook found at www.medievalfantasiesco.com/handbook.htm.

MFC is not responsible for Merchant's transportation, food or lodging while at an Event.

MFC operates rain or shine with the exception of extreme weather which would be unsafe for Staff or Patrons to include but not limited to Temperatures below 32 degrees or above 105 degrees Fahrenheit, Lightening within 1 mile, Hurricanes, Tornados, Snow or Ice which make roadways unsafe or Damaging Winds.

MFC is not responsible for any personal items that might be stolen, lost, damaged or destroyed in any manner while on the Event grounds or elsewhere.

Merchant's information will be posted on the official MFC website including name and logo (if available) and on printed advertising materials. Merchants might have their photograph taken and used for promotional purposes by MFC.

Clothing/Attire

Merchants must provide proper garb and are responsible for meeting appearance standards of MFC. Garb must be clean and in good repair and appropriate for a family event. Garb should be Renaissance, Medieval or Celtic in nature. See Company Handbook for examples. Merchants must be in garb and ready no later than ½ hour prior to opening. Food Merchants are encouraged to wear period garb however it should not interfere with safety. Black slacks with white button up shirts as well as natural colored aprons are acceptable. **No ball caps, jeans or t-shirts with logos or writing. Button up or polo shirts with logo are acceptable.** All persons within your Merchant Area need to be appropriately dressed to fit within the theme of the Event.

Merchant Fees and Regulations

All Merchant fees for tents up to 20'x20' are \$75.00 per Event. Tents exceeding 20'x20' require prior approval, additional fees apply. Strolling Merchants are charged a fee of 10% of their sales for the Event. Examples would be a Merchant selling from a small cart or carrying their wares in a basket or similar.

Merchants are responsible for providing all tools, props, shelters, tables, chairs and materials required.

There are a limited number of Merchant spaces available, and that space will be granted or denied at the General and Assistant Manager's discretion based on available space, previously approved Merchants, and merchandise being offered for sale.

MFC does not encourage "exclusive rights" to sell particular types of items. For example: a Merchant requesting to be the only jewelry vendor on site. However if a Merchant insists on doing this, the Merchant is allowed to ONLY sell the items specified and the vending fee is then \$200 per day per 20'x20' space. Merchants entering into this type of agreement and then offer items not authorized will no longer vend at MFC events again.

Merchants are responsible for payment of all Federal, State and Local income taxes. Food Merchants are responsible for complying with all Local and State Health Department regulations and meals tax.

All Merchants are required to abide by Local and State Laws regarding their wares. Weapons are not allowed for sale at this Event.

Tent/Pavilion Specifications

MFC Participants are responsible for providing their own tent or cart. All structures must have a Renaissance/Medieval theme in their appearance. All MFC Participants needing shelters are expected to supply period style pavilions, tents or booths or adapt modern structures to the theme of the Faire. All modern features must be masked and hidden. All non-period/metal tables/chairs/etc. must be covered, including legs, in such a manner that suggests they conform to the Medieval/Renaissance theme. (A canvas drop cloth, painted or dyed, is a cheap way to hide any bright blue plastic tarps or EZ-UP.) NOTE: The use of multiple EZ-UP shelters will only be allowed if adapted to a unified appearance fitting the theme of the Event. EZ-UP shelters must be connected to one another in order to appear as a single booth.

All "non-period" equipment on your person or in your booth (fans, cell phones, pagers, credit card machines, coolers, etc.) must be out of sight of Patrons. All pagers and phones must be in silent or vibrate mode or turned off. The general set-up and display media used in booths is expected to appeal to the Medieval and Renaissance period styles. It is the sole responsibility of the merchants to provide their own display media. Display media must conform to the theme of the Event. For example; no handwritten signage unless done in calligraphy. Signage not meeting standards may be removed by MFC Management.

The following booth construction items are not acceptable: No plastics may be used for signs or canopies; No exposed chicken wire, unpainted plastic pipe, shiny metal, or cardboard. No military issued tents. Modern woven strapping is not permitted to tie down tents/pavilions. Ropes may be of any natural product or color - No day-glow or neon colors.

MFC Participants participating with MFC on a regular basis are entitled to purchase Period Tents at a discount from MFC. MFC Participants participating at MFC Events and using Period Tentage are entitled to receive one free MFC T-shirt per Event, contact Chris or Mia Pugh for more information. Additional information is available in the MFC Company Handbook found at www.medievalfantasiesco.com/handbook.htm.

Inspections of all MFC Participants tentage and booths will be conducted by MFC Management during setup and after the morning meetings.

Setup/Tear Down

Setup of all tentage, decorations and associated needs of the Festival will begin the day prior to Faire usually no earlier than 12 noon, exceptions will be noted on the Application.

All MFC Participants must check in with Chris or Mia Pugh prior to unloading. MFC Participants are to be set up and ready for Faire no later than ½ hour prior to opening. MFC Participants arriving one hour or less prior to opening are considered "No Shows" and their compensation terms will be considered void. MFC Participants are expected to work each day of an Event unless other arrangements have been made.

Take down may not begin until the closing announcement of each day of Faire. MFC Participants leaving without permission may be refused participation at future Events.

All trash must be kept picked up and placed in the proper receptacles provided. At the end of Faire all trash will be taken to the trash containers or dumpsters provided prior to leaving. MFC Participants are responsible for the disposal of their trash into dumpsters.

Non compliance with these requirements may result in monetary fines as well as denial of participation in future MFC Events.

Event Specific Information

Morning Meeting

A meeting for all MFC Participants is held each morning of Faire at 9:00am at the Tavern Tent. At least one adult representative from each Merchant booth, Performer Group or Living History Group must be in attendance. All Staff must be in attendance.

Camping

Camping is available on site for RV and modern tents. MFC Participants may camp within their period shelters on Festival grounds. Parking is available; all vehicles must be removed from the Grounds no later than 1 hour prior to opening. Vehicular access to the grounds is at the discretion of the General Manager, Assistant Manager or the Owner of the grounds.

Outdoor fires will be allowed in specified locations within the Faire area as well as the Staff Camping areas **providing they are attended and contained within a proper UL approved metal container supported above the ground and a minimum of 15 feet from any tent, building or other combustible material and are in accordance with Local and State Laws/Ordinances. A fire extinguisher must be readily available.** Only wood, charcoal or propane fuels may be used. Liquid or propane fueled torches must be at least twice the distance of the height of the torch from any tent, building or other combustible material. Propane or Coleman type lamps may be used in tents or shelters that are rated fire resistant by the NFPA and a certificate is available for inspection.

Animals

Patron pets are allowed. Animals belonging to MFC Participants are allowed providing proper leashes or restraints are used. All those with animals must have on hand records proving proper and current immunizations. No horses will be allowed entry without proof of Coggins, Herpes or other applicable immunizations. Established Park Rules regarding pets will be in governance in addition to the above stated.

Smoking and Consumption of Alcohol

MFC Participants may not smoke Tobacco Cigarettes or use Smokeless Tobacco products on site during the hours of operation for the Event. Pipes and Cigars may be smoked during the hours of operation of the Event outside of booths and shelters but not in lines for food, beverages or other services. MFC Participants may smoke Tobacco Cigarettes or use Smokeless Tobacco in the designated break area, usually off site. The use of illegal smoking materials or illegal drugs anytime at an MFC Event will be prosecuted to the full extent of the law. Illegal consumption of alcohol will be prosecuted to the full extent of the law. **Alcohol is not permitted at this Event at anytime.**

Weapons

Weapon sales are not allowed at this Event. Patrons may not wear weapons as part of their garb.

Masquerade Ball

There will be a Masquerade Ball Saturday evening 5pm until at or about 6pm. All MFC Participants are welcome to participate.

Completing and Submitting Application

Applicants are asked to please print all required information on the first page in either blue or black ink.

Agreement: By submitting this 2010 MFC Merchant Application, the Applicant agrees to have read this Application/Contract as well as the MFC Handbook and will abide by all rules and regulations. All information contained in this Application/Contract is superseded as applicable by the MFC Handbook which contains the most up to date information. The Applicant understands that all rules and regulations are subject to change with or without prior notice and Applicant's employees/agents are responsible for compliance with all policies established by Medieval Fantasies Company. The Applicant understands that he/she is subject to expulsion and/or fine (if accepted) for failure to comply.

I the undersigned do hereby release, hold harmless, and waive all claims against Medieval Fantasies Company, its owners, employees, members of the Faire Staff, Gloucester County, it's Volunteers, Staff, Sponsors and those Assigned for any and all loss, damage, or injury to myself, my agents and any participant or property, I might suffer as a result of my participation.

Applicant

Date

Chris or Mia Pugh, Owners Medieval Fantasies Company

Date

We are at your service,
Chris & Mia Pugh
Medieval Fantasies Company
3782 Churchville Ave
Churchville, VA 24421
540-337-6324
www.medievablefantasiesco.com
sirblackwolf@medievablefantasiesco.com
ladydawn@medievablefantasiesco.com
Where your Fantasies become Reality