



Retail Merchant & Food Vendor Info/Application

The Holland Waterfront Celtic Festival & Highland Games in Holland, Michigan is seeking Retail Merchants and Food Vendors with quality Celtic goods to offer our visitors. The Festival is in its first year in 2022 and anticipates 1,000 to 2,000 visitors.

If you have unique wares or an interesting menu and would like to be considered for a Retail Merchant or Food Vendor space, please read the instructions below. Space is limited. We advise that your application be submitted as early as possible.

RETAIL MERCHANT INQUIRIES

- Retail Merchants considered for participation at the festival must have an inventory of 50% or more Celtic-related (Irish, Scottish, Welsh, etc.) merchandise.
- Merchant single spaces are 10' x 10' for you to supply your own tent.
- Prices range from \$125 to \$300 based on size (footprint). (See application)
- For 2022, retail vendors pay a standard fee with no percent of sales required.
- Merchants are chosen by a committee based on merchandise selection, quality, and uniqueness.
- The festival tries not to duplicate items among existing merchants whenever possible to create an interesting variety of choices to our visitors and a more profitable event for our merchants.

FOOD VENDOR INQUIRIES

- Traditional Celtic menu items (Fish & Chips, Bridies, Irish Stew, Meat Pies, Soda Breads, etc.) are always preferred. A limited number of non-Celtic items also may be allowed.
- Space for trailers/food trucks is extremely limited and tent set-ups are preferred. In most cases, food vendors are situated under separate tents in 10' wide x 10' deep spaces.
- Food vendors are chosen by a committee based on uniqueness of menu, food quality, and overall booth presentation.
- For our first year, food vendors pay a standard fee with no percent of sales required.
- Prices range from \$125 to \$300 based on size (footprint)
- The Festival does not duplicate menu items amongst existing vendors whenever possible to create an interesting variety of choices to our visitors and a more profitable event for our vendors.

Please note that water and electrical hookups are extra and limited in availability. (see below.)

HOW TO APPLY FOR CONSIDERATION

Merchants/Vendors should send the following application along with a photograph of your business set-up at a similar event, and your space rental payment (see below) to:

HOLLAND WATERFRONT CELTIC FESTIVAL
120 W 23RD ST
HOLLAND MI 49423-4709

Or scan and email with photo(s) to: info@HollandCelticFestival.org (Your check must follow within 10 days)

Holland Waterfront Celtic Festival & Highland Games

RETAIL MERCHANT / FOOD VENDOR APPLICATION

Please print clearly so we may list you correctly in the printed program, social media, etc.

Business Name: _____

Legal Name (if different): _____

Contact Person: _____ Phone: _____

Address: _____ City: _____ St./Prov. _____ Zip/Mail Code: _____

Email: _____ Web Site: _____

Briefly describe your merchandise or menu selection:

How many total people, 13 & older, need festival tickets? (Max. 4 free tickets per merchant/vendor) _____
(All workers and family need tickets)

Please select your space needs:

_____ 10' **wide** x 10' **deep** space @ \$125 each (\$175 after May 25, 2022)

_____ 10' **wide** x 20' **deep** space @ \$200 each (\$250 after May 25, 2022)

_____ 20' **wide** x 20' **deep** space @ \$300 each (\$350 after May 25, 2022)

These prices include the space only. You must **supply your own tent, tables, chairs, displays**, etc. and all must fit inside the space provided. All areas are grassy. If you require water or electricity, please indicate here.

_____ We require electricity (bring your own 100' extension cord. (\$50 extra)

_____ We require a water hookup (bring your own 50' standard garden hose) (\$25 extra)

Please contact us about your needs at: info@HollandCelticFestival.org

Remember: Applications should include a photograph that best represents your business setup at a similar event. Product samples and photographs will not be returned.

Signature: _____

Print Name: _____

Date: _____