



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 2,000 or more 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.

Our goal is to diversify vendors, but to honor our Celtic theme. We also will limit the total number of vendors to assist those who are invited to make a profit. Please carefully read the section below that pertains to you.

RETAIL/MERCHANDISE MERCHANT INQUIRIES

(Required hours are Saturday, June 25, 2022, 9:00 AM - 8:00 PM only)

- Retail Merchants considered for participation at the festival must have an inventory of 50% or more Celtic-related (Irish, Scottish, Welsh, etc.) merchandise. (70% preferred)
- Merchant single spaces are 10' x 10' for you to supply your own tent.
- Space prices range from \$125 (10'x10') to \$300 (20' x 20') based on size. (footprint). (See application)
- For 2022, retail vendors pay a standard fee with **no percent of sales to festival.**
- Merchants are chosen by a committee based on merchandise selection, quality, uniqueness, & Celtic theme.
- The festival tries not to duplicate retail items among merchants whenever possible to create an interesting variety of choices for our visitors and a more profitable event for our merchants.

FOOD VENDOR INQUIRIES

(Required hours are Saturday, June 25, 2022, 9:00 AM - 8:00 PM only)

- Traditional Celtic menu items (Fish & Chips, Bridies, Irish Stew, Meat Pies, Soda Breads, etc.) are preferred. A limited number of non-Celtic items also may be allowed (i.e., hotdogs & other kids items, ice cream, etc.)
- **Saturday hours 9AM-8PM are REQUIRED.**
- Food vendor single spaces are 10' x 10' for you to supply your own tent.
- Food vendors are chosen by committee based on menu, food quality, and overall presentation.
- All food vendor operations are subject to an inspection by the Ottawa County Dept. of Public Health
- Space prices range from \$125 (10'x10') to \$300 (20' x 20') based on size. (footprint). (See application)
- For 2022, food vendors pay a standard fee with **no percent of sales to festival.**
- The festival tries not duplicate menu items amongst food vendors whenever possible to create an interesting variety of choices for 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

All Merchant/Vendor applicants must send the following application along with a photograph of your business set-up at a similar event. If chosen, you will be notified. Vendor/retailer approval will occur by 5/15. If chosen, your payment is due within ten days.

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

Or scan and email with photo(s) to: info@HollandCelticFestival.org .

You may also pay with PayPal: info@HollandCelticfestival.org. (Please note your name and business on the form)

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: _____ State: _____ Zip Code: _____

Email: _____ Web Site: _____

Briefly describe your merchandise or menu selection:

How many people, 13 & older, need Saturday festival tickets? (All workers and family members need tickets.)

Note: **Maximum of 4** free tickets per merchant/vendor). # needed: _____. (12 and under are free)

Please select your space needs:

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

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

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

These prices include the space only. You must **supply your own tent. You may rent tables & chairs from us.**

All must fit in 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. (\$40 extra power fee)

_____ We require a water hookup (bring your own 50' "drink-safe" garden hose) (\$20 extra water fee)

6' tables & chairs are available for rent:

Add on: _____ tables @ \$10= _____

Add on: _____ chairs @ \$ 5 = _____

Total amount due: \$ _____

Please contact us about any other 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: _____