



## Retail Merchant & Food Vendor Info/Application

The Holland Waterfront Celtic Festival & Highland Games in Holland, Michigan is accepting applications for Retail Merchants and Food Vendors to offer our visitors. The festival is in its 2nd year in 2023. About 4,500 people attended in 2022. We expect a nice increase in 2023.

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. Please submit your application as early as possible. While our site is larger for 2023, space remains limited.

**Our goal is to diversify vendors, but 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 24, 2023, 9:00 AM - 8:00 PM)**

- In addition to the required Saturday hours, you may sell Friday evening during the Ceilidh from 7-11 PM with no additional fee, since this is new for us.
- 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)
- Individual merchant spaces are 10' x 10' for you to supply your own tent, tables, chairs, etc. (or rent from us)
- Space prices range from \$150 (10'x10') to \$400 (20' x 20') based on footprint. If you need more space we may be able to accommodate you for an extra fee.
- 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 for our visitors and a more profitable event for our merchants.

### FOOD VENDOR INQUIRIES

**(Required hours are Friday, June 23, 7:00 PM-10:00 PM and Saturday, June 24, 9:00 AM – 8:00 PM)**

- Traditional Celtic menu items (Fish & Chips, Bridies, Irish Stew, Meat Pies, Soda Breads, etc.) are preferred. A number of non-Celtic items also may be allowed (BBQ, hotdogs & other kids items, ice cream, etc.)
- Besides required hours (above) Our festival is open until 10:00 PM Saturday, if you wish to continue.)
- Food vendor single spaces are 10' x 10' for you to supply your own tent.
- Space prices range from \$150 (10'x10') to \$400 (20' x 20') based on footprint). If you need more space we may be able to accommodate you for an extra fee.
- Food vendors pay a standard fee with **no percent of sales to festival**.
- 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
- 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. (See page 2.)**

### **HOW TO APPLY FOR CONSIDERATION**

**All** Merchant/Vendor applicants must send the following application. **New** vendors must supply 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. You may include payment with this application.

HOLLAND CELTIC FESTIVAL  
120 W 23<sup>RD</sup> ST  
HOLLAND MI 49423-4709

Or scan and email with any required photo(s) to: [info@HollandCelticFestival.org](mailto:info@HollandCelticFestival.org).

You also may pay with PayPal: [info@HollandCelticfestival.org](mailto: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 & family members need tickets.)

Note: **Maximum of 4.** # needed: \_\_\_\_\_. (12 and under are free)

Please select your space needs:

\_\_\_\_\_ 10' **wide** x 10' **deep** space @ \$150 (\$200 after May 24, 2023)

\_\_\_\_\_ 10' **wide** x 20' **deep** space @ \$250 (\$300 after May 24, 2023)

\_\_\_\_\_ 20' **wide** x 20' **deep** space @ \$400 (\$500 after May 24, 2023)

**If you need more space**, we may be able to accommodate you for an extra fee.

These prices include the space only. You must **supply your own tent, etc.** You may rent tables & chairs below:  
All must fit in the space provided. Most areas are grassy. If you require water or electricity, please indicate here:

Choose: (20) or (50) amp electric supply @ \$30 \_\_\_\_\_ (Please bring a 100' power cord)

Add potable water supply @ \$20 \_\_\_\_\_ (Please bring a 50' white hose)

Add 6' table(s): \_\_\_\_\_ tables X \$10 = \_\_\_\_\_

Add chair(s) \_\_\_\_\_ chairs X \$ 5 = \_\_\_\_\_

**Total amount due:** \$ \_\_\_\_\_

Please contact us about any other needs at: [info@HollandCelticFestival.org](mailto:info@HollandCelticFestival.org).

Remember: New applicants must include photographs that best represent your business setup at a similar event. Product samples and photographs will not be returned.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_