



## 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 4th year in 2025. 5,000 visitors attended in 2024.

If you have unique wares or an interesting menu and would like to be considered for a Retail Merchant space 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 merchant hours are Friday, June 20 from 4:00 PM – 9:00 PM and Saturday, June 21, 9:00 AM - 9:00 PM). No set-up will be allowed after 4:00 PM Friday due to the danger of moving vehicles, etc.)**

- Friday is a well-attended 21 & older party with music and a cash bar. (Happy hour drink prices from 4–6PM.)
- 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.
- Space ranges from 10' x 10' up to \$ 20' x 20'. (See application)
- Retail vendors pay a flat fee with **no percent of sales to festival**.
- Merchants are chosen 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 food vendor hours are Friday, June 20, 4PM-9PM and Saturday, June 21, 9AM - 9PM)**

- 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 (BBQ, hotdogs & other kids items, ice cream, etc.)
- Besides required hours (above) our festival is open until 11:00 PM both days, if you wish to continue.)
- Food vendors are chosen 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 10'x10' to 20' x 20' footprint. (See application)
- Food vendors pay a flat 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, electrical and Wi-Fi hookups are extra (See below)**

### HOW TO APPLY FOR CONSIDERATION

All new Merchant/Vendor applicants must send a photograph of your business set-up at a similar event with the following application. If chosen, you will be notified. Vendor/retailer approval will occur by 4/15/25. 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/use fillable form and email with photo(s) to: [HollandCelticFestival@gmail.com](mailto:HollandCelticFestival@gmail.com).

You 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 and family members need tickets.)  
# needed: \_\_\_\_\_ (12 and under are free)

10' wide x 10' deep space @ \$200 (\$250 after May 1, 2025)

20' wide by 10' deep space @ \$350 (\$400 after May 1, 2025)

20' wide by 20' deep space @ \$500 (\$550 after May 1, 2025)

These prices include the space only. You must **supply your own tent/structure**. **You may rent tables & chairs from us**. All must fit in the space provided. If a larger space is required, please ask. All areas are grassy. If you require water, electricity, Wi-Fi, chairs or tables, indicate here:

Add (20) or (50) amp electricity supply @ \$30 \_\_\_\_\_ (cost of your electrical)

Add potable water supply @ \$20 \_\_\_\_\_ (cost of your water)

Add Wi-Fi connection @25 \_\_\_\_\_ (cost of your Wi-Fi)

Add 6' table(s): \_\_\_\_\_ tables X \$10 ea = \_\_\_\_\_ (cost of your tables)

Add chair(s) \_\_\_\_\_ chairs X \$ 5 ea = \_\_\_\_\_ (cost of your chairs)

**Total amount due: \$ \_\_\_\_\_ (Total for space and all add-ons/extras))**

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

Remember: If you're new to us, applications must 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: \_\_\_\_\_