



Food Merchant Application Information:

MacDudley's MidSummer Fest™ 2022
June 18 & June 19 2022
Saturday & Sunday 10:00 am-6:00 pm
3664 S. 9th Street Kalamazoo MI 49009

This is a garb event. (Please be in period costume)

If advice is needed for garb, please contact us for assistance. No nudity permitted, family friendly event. Period of event is 1300-1901

KEEP A SIGNED COPY OF THIS APPLICATION FOR YOUR OWN RECORDS AND SEND IN AN ORIGINAL COPY.

www.macdudleydragonentertainment.com/macdudleymidsummerfest
bridget_ackley@rocketmail.com

Thank you for your interest in our organization.
If filling this out on mobile, download the document onto your device.

Name: _____

Faire name (if different): _____

Business Name: _____

Address: _____ **Apt/Suite:** _____

City: _____ **State:** _____ **Zip:** _____

Phone: (xxx)xxx-xxxx _____ **Email:** _____

Best Method of Correspondence: _____

Michigan Sales Tax ID/EIN Number _____

MacDudley Dragon Entertainment LLC™ is not responsible for merchant sales tax remittance.

Are you a returning vendor to MacDudley Events? Yes No

Have you been a merchant at a ren faire before? Yes No

How did you hear about our us/events? _____

Information requested by park for vehicles that will be on site:

Vehicle LP: _____ Make: _____ Model: _____ Color: _____

Trailer LP: _____ Make: _____ Model: _____ Color: _____

Foods to be offered (menu): (Vendor may be asked to refrain from selling certain items in order to limit duplication of items between vendors. This is to ensure all vendors have equal opportunity to capitalize on their festival investment. Vendor selling items not previously listed or approved may be asked to remove those items).

Hazardous Materials Will you have any hazardous materials on site (gasoline, propane, etc.)? Yes No
If “yes”, please describe:

Set Up:

ETA for Friday June 17, 2022:

1pm 2pm 3pm 4pm 5pm 6pm 7pm 8pm

No setup will be allowed after 9pm on Friday night.

Setup may be done Saturday June 18 or Sunday June 19 7:00 am to 9:30 am.

All vehicles must be off Faire ground site by 9:45 am Saturday and Sunday into the parking area, no exceptions.

Packet Pickup can be done by finding Bridget during the day Friday or at the Meeting 5:30 pm Friday Night. Text or call her at 269-359-8388.

Mandatory Meeting for all vendors: Friday June 16 at 5:30 pm to 6:00 pm. Let Bridget know if you have issues with making this meeting. Food will possibly be provided depending on covid guidelines.

Tear down:

Start on Sunday June 19 at 6:30 pm. Vehicles will only be allowed onsite after the last patron leaves. Tear down must conclude no later than 8:30 pm, if you go after 8:30 pm you will be fined \$25. We **MUST** be out of the park by dusk. The large tent(s), if we have them, will be taken down by the tent rental company and you will be informed of when to be out of the tent before the event.

Children’s Quest

The Children’s Quest is designed to bring patrons to merchants, but also to teach children and

their parents about disabilities or conditions. Participating merchants will be provided a sign and a ribbon pin to show they're part of the Quest. Merchants teach children and their parents about a disability or condition of their choosing by stating a sentence or two about it. Children approach each merchant with a paper collecting signatures indicating they learned at that booth. This brings traffic to all of our merchants and children a better understand about different disabilities and conditions, part of the mission of MacDudley Dragon Entertainment LLC™. Would you like to participate in the Kids Quest? Yes No

Advertising

We offer AD space to vendors in the program, various sizes and pricings to suit all needs. If you would like your business advertised, our staff can either make use of your own designs or design one for you.

1/4 page (vertical) \$30 1/8 page (horizontal) \$20 Ads list (type only) \$10

Radio Ad \$50: payment must be in by March 1st 2022. Ad will run for 1 week. (Range Grand Rapids to parts of Indiana to Jackson to outskirts of Lansing to Battle Creek to Kalamazoo)

All Booth Fees get you:

- Free parking for Friday, Saturday, Sunday
- Free camping on site Friday and Saturday Night
- Potluck Dinner Friday Night (if served)
- Full access to event Saturday and Sunday
- Snacks and Water for all vendors

Booth Fees. Price is for the whole weekend.

Please bring your own folding chairs and tables (under the tent tables must be 6 feet or shorter in length)) Food Trucks cannot go under the tent due to Fire Marshall)

Food truck/merchant \$95 _____

10' x 10' outside \$80 _____

Under tent 8' x 9' \$75 (limited spots available) _____

Under tent 8' x 8' \$70 (limited spots available) _____

Under tent 8' x 6' \$65 (limited spots available) _____

10' x 20' outside \$120 (any tent over 10 x10 must provide proof of fire resistant materials used, required by venue, call Bridget with questions) _____

Additional festival passes \$5 ea. for food staff after 4 free passes with food merchant fee.
_____ @ \$5 = _____

If paying by PayPal Extra \$5 _____
(PayPal ID info@macdudleydragongames.com)

After May 28, 2022

Food truck/merchant \$95 _____

10' x 10' \$90 for weekend _____

Under tent 8' x 9' \$80 (limited spots available) _____

Under tent 8' x 8' \$75 (limited spots available) _____

Under tent 8' x 6' \$70 (limited spots available) _____

10' x 20' \$135 for weekend _____

Additional festival passes \$5 ea. for food staff after 4 free passes with food merchant fee.
_____ @ \$5 = _____

If paying by PayPal Extra \$5 _____
(PayPal ID info@macdudleydragongames.com)

Total _____

Strongly encourage you if you use your own tent to please have your tent looking medieval. Pop-ups need to be made to look more medieval. Perhaps add vines to hide modern metal, etc.

CAMPING RULES (from the Park, are not negotiable)

1. No below or above ground fires or firepits. **Fires are not allowed.**
2. There are no showers available on site.
3. No camping under the merchant tent.
4. Any lighting needed for security purposes or overnight campers should be limited or subdued in nature, to not disturb neighbors.
5. Because we are in a residential/commercial area, **NO alcohol or drugs are permitted** and NO loud noises, such as music, permitted after dusk /9:00 pm.
6. You must have a fire extinguisher in your tent/booth.
7. No more than four (4) people in your booth for camping.
8. These people must work in your booth both days of the faire.
9. All mundane objects **MUST** be out of sight by 9:45 am June 19th and June 20th. This does not include cell phones or things needed for sales.

If you have any questions, please email

bridget_ackley@rocketmail.com phone 269-359-8388

If anyone in your camping are arrives in their own vehicle. They must fill out a completely new camping permit. For their own vehicle.

Will you be camping in your booth?

Friday night Yes No

Saturday night Yes No

Number of people camping in your booth/tent: _____

Name: _____

Name: _____

Name: _____

Name: _____

Rules, Guidelines & Terms:

- 1) **Period of event:** This event (**MacDudley Midsummer Fest™**) will focus on the period of 1300-1901. No nudity permitted, have all tops secured properly to avoid wardrobe malfunctions. This is a family friendly event.
- 2) **Masks:** Follow current local, state, and federal guidelines.
- 3) **Walk about:** Follow current local, state, and federal guidelines.
- 4) **Alcohol:** Alcohol is not permitted on festival grounds at any time.
- 5) **Smoking:** Local laws do not allow smoking in the park.
- 6) **Spiritualism/Religion:** We at MacDudley Dragon Entertainment LLC™ respect and honor all religious and spiritual beliefs. MacDudley Dragon Entertainment LLC™ will not tolerate religious discrimination of any kind.
- 7) **Politics:** To keep things light-hearted, merchants and merchandise promoting political agendas are not allowed.
- 8) **Customer Filching:** No merchant may knowingly lure festival guests away from any other merchants or show.
- 9) **Children:** All children 16 and under ALWAYS need to be accompanied by an adult, no exceptions.
- 10) **Clean-up:** Merchants are required to keep the area in and around their booth clean and free of trash. Trash cans will be provided in and around the arena.
- 11) **Family Friendly:** This is a family event during 10:00 am to 6:00 pm. Wardrobe and speech should be rated “G”, for all audiences. Our audience will also consist of people with different disabilities so please be a little more understanding with them.
- 12) **Stay in Character:** At any time when you are interacting with guests, try to stay in character with the theme of the event. Your voice, dress, products and booth should help immerse attendees in the event.
- 13) **Taxes:** All merchants are responsible for payment of Michigan State Sales Tax where appropriate.
- 14) **Insurance:** *A certificate of liability insurance is required of all vendors.* This coverage, for no less than \$250,000, should name MacDudley Dragon Entertainment LLC™, 4304 Winthrop Ave. Portage, MI 49002 as an additional insured. Insurance must be verified prior to the event otherwise the merchant may not set up and all monies paid to the Event will be forfeited. Determination of this requirement is made by MacDudley Dragon Entertainment LLC™ so be sure to ask if you have questions. *Information must be submitted or application will not be accepted.*
- 15) **Security:** Security is onsite during event hours; however, merchants are solely responsible for their own booth and merchandise.
- 16) **Marketing:** All submitted pictures and those taken at the event by MacDudley Dragon Entertainment LLC™ staff become the property of MacDudley Dragon Entertainment LLC™ and may be used for marketing purposes.
- 17) **Animals:** Only service animals for the disabled are allowed. Animals that are part of a performance or demonstration are allowed with pre-approval. Vaccination history is required. *Information must be submitted by May 21, 2022.*
- 18) **Vending area:** This is an outdoor event. Please camouflage non-period pop-ups or stakes of any kind. You must provide your own tables and chairs. Please provide appropriate table covers.

A signed Merchant Application and Agreement shall be submitted to MacDudley Dragon Entertainment LLC™, 4304 Winthrop Ave. Portage, MI 49002 along with:

- Photos of your booth/staff and product(s) to be sold (electronic photos can be emailed to Bridget_Ackley@rocketmail.com)
- Proof of insurance (as required based on “Rules and Guidelines” above),
- Self-addressed and stamped envelope (SASE) – only required for those needing mail correspondence,
- Check* or money order for merchant fees payable to: MacDudley Dragon Entertainment LLC™, 4304 Winthrop Ave., Portage, MI 49002. [*Returned checks are subject to a \$50 processing fee].

- Paypal fees sent to info@macdudleydragongames.com (Do not forget to add the \$5 service fee)

Terms: Each party agrees to indemnify and hold the other party harmless from all damages, judgments, awards, settlements and other liabilities (including, without limitation, attorneys fees and expenses in defense of the same) resulting from any claims, proceedings, suits or actions brought against the other party which arise out of or relate to such party's actions or omissions in performing services. Neither party shall be liable to the other party for any lost profits or other indirect or consequential damages.

MacDudley Dragon Entertainment LLC™ shall not be liable for its failure to perform any term or condition under this Agreement, or for any indirect or special damages or loss which may be suffered by a vendor in connection with such failure to perform, if said failure to perform or damages are a result of conditions beyond Entertaining History's control such as, but not limited to, war, insurrection, strikes, fires, floods, acts of God, governmental restrictions, power failures, or any other cause beyond the reasonable control of Entertaining History, Inc.

This Merchant Application and Agreement constitutes the entire agreement between the parties and shall be governed by and construed according to the laws of the State of Michigan. Nothing herein shall be construed as creating a partnership, employment, joint venture, or agency relationship between the parties and no party shall have authority to bind the other in any respect.

If any provision of this Agreement shall be held invalid, void or unenforceable for any reason, then said provision shall be severed from the remaining provisions of this Agreement, and the remainder of the Agreement will remain in full force and effect.

Remember to submit all required information with your application as incomplete application(s) **will not** be considered for this event.

By signing this Merchant Application and Agreement, I hereby consent to the terms and conditions herein.

MacDudley Dragon Entertainment LLC™

MacDudley's Market Faire™

This application does not guarantee your acceptance to participate in the Festival.

Merchant Signature: _____ Date: _____

Merchant Legal Name (Print): _____

www.macdudleydragonentertainment.com/macdudleymidsummerfest
bridget_ackley@rocketmail.com

Office Use Only



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