



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

Merchant Application Information (Please print or type clearly):

Period of the event is 1300-1901. This is a garb event. (Please be in period costume and decorate/camouflage booths. If you need ideas for making the booth less modern looking please contact Bridget.)

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

Name: _____

Faire name (if different) : _____

Business Name: _____

Address: _____ **City:** _____

State: ____ **ZIP:** ____ **Phone:** _____

Email _____

Website: _____ **Facebook:** _____

Best Method of Correspondence: _____

How did you hear about us? _____

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? _____

How did you hear about our events? _____

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

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

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

Merchant Passes: Merchant passes are for booth staff, and all staff members must be of legal

working age and properly authorized to work in the U.S. Each vendor may receive up to 4. Additional passes are \$5 per person, please ask if additional passes are needed and include the extra cost with the merchant payment

Merchant Selection: MacDudley's Midsummer Fest hosted by MacDudley Dragon Entertainment LLC is not only a fun event; it is also an educational experience for guests. It is important that all merchant booths look as period as possible, including the products that are sold and the way the booth staff is dressed and behaves. The merchant selection committee at MacDudley Dragon Entertainment LLC will review all vendor applications for appropriateness and uniqueness of merchandise.

Merchants who are not accepted by the committee will receive a full refund of their registration fees.

SET UP:

ETA for Friday June 18 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 7am to 9:30am.

All vehicles must be off Faireground site by 9:45am 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 5:30pm Friday Night. Text or call her at 269-359-8388.

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

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Tear down:

Start on Sunday June 19 at 6pm. Vehicles will only be allowed on to site after the last patron leaves. Tear down must conclude no later than 8:30pm, if you go after

8:30pm you will be fined \$25. We have to 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.

List Merchandise to be offered: (Merchant may be asked to refrain from selling certain items to limit duplication of items between merchants. This is to ensure all merchants have equal opportunity to capitalize on their festival investment. Merchants displaying items not previously listed or approved may be asked to remove those items). (Attach an inventory print out to the application if that is easier.)

Children's Quest

Would you like to participate in the children's quest? Yes ___ No ___

The quest is designed to bring customers to the booths. If you're not busy when the kids come to the booth, sign their paper, and say a sentence or two about a disability or cause of your choosing. This gives the parents a chance to potentially buy something. The children will come looking for signatures to collect and this brings their parents into booths they might otherwise pass by, often seeing items of interest to purchase. MacDudley Dragon Entertainment LLC will provide a sign to go on participating booths. We ask that each merchant choose a disability or cause (ribbon pin provided by us) and while signing, state a single sentence of awareness about that cause. Please list a disability or cause if you have a preference:

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. WNWN-FM 98.5FM and/or The Jack 106.5FM (Range Grand Rapids to parts of Indiana to Jackson to outskirts of Lansing to Battle Creek to Kalamazoo)

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Weapon Sales: Only those merchants who receive specific permission by the merchant

selection committee of MacDudley Dragon Entertainment LLC can sell weapons. These merchants are responsible for having on-hand all federal, state and county permits to sell such items, and the merchant takes responsibility for all such sales. Weapons may only be sold to those age 18 and older. **All weapons must be peace-tied/sealed at the time of sale, and for any weapon that cannot be properly peace-tied/sealed (such as any weapon sold without a scabbard), the merchant is responsible for carrying the weapon out of the festival and ensuring that the weapon is locked up in the customer's vehicle.**

Selling weapons? Yes: ___ No: ___ If "yes", please describe:

All Booth Fees get you:

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

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)

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 10x10 must provide proof of fire resistant materials used, required by venue, call Bridget with questions) _____

If paying by paypal Extra \$5 _____

After May 28, 2022

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 _____

If paying by paypal Extra \$5 _____

Total _____

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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. Any lighting needed for security purposes or overnight campers should be limited or subdued in nature, to not disturb neighbors.
- 4. Because we are in a residential/commercial **NO alcohol or drugs are permitted** and NO loud noises, such as music is permitted after dusk /9pm.
- 5. You must have a fire extinguisher in your tent/booth.
- 6. No more than four (4) people in your booth for camping.
- 7. These people must work in your booth both days of the faire. 8. All mundane objects **MUST** be out of sight by 9:45am 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: _____

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Vehicle information must be filled out before you are permitted to start setup your camp site.

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

Vehicle License Plate: _____ Make:

Model: _____ Color: _____

Trailer License: _____ Make: _____

Model: _____ Color: _____

Vehicle License Plate: _____ Make: _____

_____ Model: _____ Color: _____

By signing this you agree to the rules set forth by the park.

Print Name: _____

Signature: _____

Date: _____

Property of MacDudley Dragon Entertainment LLC

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 respects and honors 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 and around the arena.
- 11) **Family Friendly:** This is a family event during 10 am to 6 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 who sell wares or perform demos that pose a potential danger to our guests (i.e. swords, toy weapons, food, etc.). This coverage, for no less than \$250,000, should name MacDudley Dragon Entertainment LLC. 4304 Winthrop Ave. Portage, MI 49002. 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.
- 15) **Security:** Security is on site 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.
- 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.

Property of MacDudley Dragon Entertainment LLC

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 (these can be emailed to info@macdudleydragongames.com)
- Proof of insurance (if 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@macdudleydragonentertainment.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

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This application does not guarantee your acceptance to participate in the

Festival.

Merchant Signature: _____ Date: _____

Merchant Legal Name (Print): _____

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

Office Use Only