



MacDudley's Midsummer Fest
June 19th & 20th, 2021
10 am - 6 pm
3664 S. 9th St.
Kalamazoo, MI 49009

Merchant Application Information (Please print clearly):

Period of event is 1300-1901

Garb (costume) is not required, but highly recommended.

**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: _____ **E-mail:** _____

Website: _____ **Facebook:** _____

Best Method of Correspondence: _____

How did you hear about us? _____

Michigan Sales Tax ID/ Social Security #:

MacDudley Dragon Entertainment LLC is not responsible for **YOUR** Sales tax.

Will you be camping in your booth:

- a. June 18th Friday night Yes _____ No _____
- b. June 19th Saturday night Yes _____ No _____

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.

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

MacDudley Dragon Entertainment LLC mission is to bring awareness disabilities. One way to do this is through the quest.

Children's Quest Would you like to participate in the children's quest? Yes ___ No ____.
The quest gives kids and adults the opportunity to learn about different disabilities. If yes, Which disability would you like talk about _____

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

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:

<p style="text-align: center;">Booths Fees</p> <p style="text-align: center;">Before May 28th, 2021</p> <p>Each 10' x 10' \$80 for weekend _____</p> <p>Each 10' X 20' \$120 for weekend _____</p> <p style="text-align: center;">Total _____</p> <p style="text-align: center;">After May 28th but before June 7th, 2021</p> <p>Each 10' x 10' \$105 for weekend _____</p> <p>Each 10' X 20' \$130 for weekend _____</p> <p style="text-align: center;">Total _____</p>
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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 2. Please ask if additional passes are needed.

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. If you would like to advertise in the program. Please contact Bridget at info@macdudleydragongames.com. or bridget_ackley@rocketmail.com

PLEASE NOTE: No merchant will be accepted after June 7, 2021. This is due to the park wanting a accurate count of vendors that will be participating in the event. This is not our rule.

SET UP: Merchants may begin setting up on Friday June 18, 2021 starting at noon until 8pm Saturday June 19, 2021 at 7am to 9:45 am. Gate opens at 10 am, all vehicles must be off event site by 9:45 am and can not be back on site until 7 pm Saturday evening. On Sunday, all vehicles must be off site by 8 am, unless authorization by booth Allen & Bridget Ackley (Owners). But still these authorized vehicles must be off event site by 9:45am Saturday & Sunday.

Tear Down: Tear down will start promptly at 6:30pm June 20, 2021. You must not only have your area packed up and the area must be cleaned of any trash as well as leaving the area as you fond it. You must be off site no later than 9:30 pm June 20, 2021.

Rules, Guidelines & Terms:

- 1) **Period of event:** This event (**MacDudley Midsummer Fest**) will focus on the period of 1300-1901. Please dress in appropriate costume. No nudity permitted, have all tops secured properly to avoid wardrobe malfunctions. This is a family friendly event.
- 2) **Masks:** You must keep your mask on in your booth when a patron enters your booth.
- 3) **Walk about:** please wear mask and social distance when walking around the market.
(Rules 1 and 2 may change as the executive orders for Michigan change)
- 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.

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.

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,
- 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].

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

MacDudley Dragon Entertainment LLC

MacDudley’s Midsummer Fest

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

Merchant Signature: _____ Date: _____

Merchant Legal Name (Print): _____

www.macdudleydragongames.com info@macdudleydragongames.com
Personal email bridget_ackley@rocketmail.com

Office Use Only