



**Merchant Application Information:**

MacDudley's Midsummer Fest™ 2023  
June 17 & 18, 2023  
10:00 am-6:00 pm EST  
3664 S. 9th Street Kalamazoo MI 49009

**Family-friendly event**

- **This is a garb event. (Please be in period costume)**
- **Event will go on RAIN OR SHINE. Please Dress appropriately for all types of weather.**
- **If you use your own tent to please have your tent looking medieval. Pop-ups need to be made to look more medieval/pirate/Viking/renaissance. Perhaps add vines to hide modern metal, etc.**
- **KEEP A SIGNED COPY OF THIS APPLICATION FOR YOUR OWN RECORDS AND SEND IN AN ORIGINAL COPY.**

[www.macdudleydragonentertainment.com/macdudleysmidsummerfest™](http://www.macdudleydragonentertainment.com/macdudleysmidsummerfest™)  
[mddg.llc@gmail.com](mailto:mddg.llc@gmail.com)

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_ (required)

Faire name (if different): \_\_\_\_\_

Address: \_\_\_\_\_ Apt/Suite: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Best Method of Correspondence: \_\_\_\_\_

Soc. Sec./EIN Number/Sales tax # \_\_\_\_\_ (required)

See rule #14

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 us/our events? \_\_\_\_\_

Do you need any accommodations \_\_\_\_\_

**Every effort will be made to accommodate you and your crew.**

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

Vehicle LP: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_ Color: \_\_\_\_\_

Trailer LP: \_\_\_\_\_ Make: \_\_\_\_\_ Model: \_\_\_\_\_ Color: \_\_\_\_\_

**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 16, 2023:  1pm  2pm  3pm  4pm  5pm  6pm  7pm  8pm

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

Setup may be done Saturday June 17 or Sunday June 18 7:00 am to 9:30 am.

**All vehicles must be off 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 June 18 at 6:30 pm. Merchant vehicles will only be allowed on site after the last patron leaves. Tear down **must** conclude no later than 10 pm. However, if a merchant needs more time for tear down please email Bridget at mddg.llc@gmail.com or phone 269-359-8388 for arrangements to be made on June 19 for the continuation of tear down or if you need assistance with tear down. These arrangements must be made no later than June 9, 2023, if the merchant decides to tear down on June 19 without the arrangements being made ahead of time, they will be fined \$25. If you are under one of the two rental tents that we have coming. Please remove your product no later than 8:30 am on June 19.

**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 to the application if that is easier.) \_\_\_\_\_

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**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<sup>TM</sup>.

Would you like to participate in the Kids Quest?  Yes  No

Please list a disability or cause if you have a preference: \_\_\_\_\_

**Advertising:**

We offer AD space to vendors in the event 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

**Weapon Sales:** Only those merchants who receive specific permission by the merchant selection committee of MacDudley Dragon Entertainment LLC <sup>TM</sup> 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 gets 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
- Advertisement on event website for the year

**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)

*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.*

(Any tent over 10 x10 must provide proof of fire-resistant materials used, required by venue, call Bridget with questions) 269-359-8388

**Click here to pay by Square:**

**<https://checkout.square.site/buy/SFAHCGJXKKC4HO7I43YBOTZF>**

<u>Under the Tent</u>	<u>Outside the Tent</u>	
8’ x 6’ \$88	10’ x 20’ \$130	Additional festival passes \$5 ea. for booth staff after 4 free passes with booth fee @ \$5
8’ x 8’ \$94	10’ x 10’ \$100	
8’ x 9’ \$95	10’ x 60’ \$165	
	20’ x 20’ \$200	
	Total	

# 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, is 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 19<sup>th</sup> and June 20<sup>th</sup>. This does not include cell phones or things needed for sales.

## Initials

**My initials indicate I understand, and my company and I will abide by, the rules of the park.** If you have any questions, please email

[Mddg.llc@gmail.com](mailto:Mddg.llc@gmail.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 June 17, 23  Yes  No Saturday night June 18, 2023  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** <sup>TM</sup>) 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) **Promotion:** Merchant agrees to promote the Event and their participation in the Event on Merchant's social media and any promotional materials published or distributed by Merchant (fliers, print ads, radio or television commercials, phone recordings, etc.) at Merchant's sole expense and Merchant expressly and impliedly grants to Owner permission to use said materials for Owner's promotion of the Event.  
On site, during days of the event, Merchant is limited to promoting other events not further away than a 45-mile radius, if they conflict with the same date and time as MacDudley Dragon Entertainment, LLC <sup>TM</sup> events.
- 5) **Smoking, Vaping and Alcohol/Cannabis Consumption Prohibited.**

Merchants shall refrain from smoking, vaping consuming alcohol, cannabis, or controlled substances on venue grounds at the Event as prohibited by the venue, local ordinances, and state law.

- 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. Be a repair In that division that you’re describing also, the festival might go until 7:00 PM at night if for some reason the merchant feels that they cannot do this that is not a problem period we just ask that they let us know ahead of time and that they close their booth up and do not vacate the premises until 7:00 PM unless they would like to take their merchandise out to the vehicle.
- 12) **Trash:** Trash removal will be picked up at 7:30pm both Saturday and Sunday (June 17 & 18, 2023). YOU are responsible for your trash removal after 7:30pm. Please bring your own trash bags.
- 13) **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.
- 14) **Taxes:** All merchants are responsible for payment of Michigan State Sales Tax where appropriate.
- 15) **Insurance: We are updating our insurance requirements A certificate of liability insurance is required ONLY IF YOU ARE sellers of the following: food, selling sharp objects or hazardous materials.** This coverage should be, for no less than \$250,000, **MUST** contain the following information. MacDudley’s Midsummer Fest 3664 South 9<sup>th</sup> Street, Kalamazoo, MI 49009 as additional insured. With the date of event June 17 & 18, 2023 must appear on the certificate of liability insurance. 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 with application, or it will not be accepted. Please keep in mind that next year the law may be different. If you do not have insurance, you must sign a waiver before you can set up, But it is recommended that you have some type of insurance. Examples are renters, home owners, Act insurance and others. If you have questions or concerns, please contact Bridget via email at [mddg.llc@gmail.com](mailto:mddg.llc@gmail.com).
- 16) **Cancelation:** If merchant has a death in the family or serious health problem that will prevent, he/she continuing to merchant at MacDudley’s Midsummer Fest, when you provide documentation (obituary or doctors note) an eighty percent (80%) refund will be issued two (2) weeks after MacDudley’s Midsummer Fest. If, however, the event is cancelled because of weather then the merchant will receive one hundred percent (100%) refund to be issued two (2) weeks after MacDudley’s Midsummer Fest. If, you cancel for any other reason than listed above you will not receive a refund.
- 17) **Security:** Security is onsite during event hours; however, merchants are solely responsible for their own booth and merchandise.
- 18) **Tent/camouflage:** If you do not have a period tent, then you must camouflage your mundane tent to fit in with the period of the event. If you have any questions, please email Bridget at [mddg.llc@gmail.com](mailto:mddg.llc@gmail.com) If you do not adhere to this rule, you may not be invited back to our events.
- 19) **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.
- 20) **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, 2023.
- 21) **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.

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**Initials My initials indicate I understand, and my company and I will abide by, the Rules, Guidelines & Terms.**

**PLEASE SUBMIT THE FOLLOWING (INCLUDE ALL PHOTOS REQUESTED FOR BOOTH AND PRODUCTS)**

**A signed Merchant Application and Agreement shall be submitted to MacDudley Dragon Entertainment LLC™, PO Box 1971, Portage, MI 49081 along with:**

- Photos of your booth, staff (in renaissance garb/costume, if you have them) and product(s) to be sold (electronic photos can be emailed to [mddg.llc@gmail.com](mailto:mddg.llc@gmail.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™, PO Box 1971, Portage, MI 49081. [\*Returned checks are subject to a \$50 processing fee].

**Initials My initials indicate I understand my merchant application may not be considered if I don’t include all bulleted items with my application.**

**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 Midsummer Fest™**

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

Merchant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Merchant Legal Name (Print): \_\_\_\_\_

[www.macdudleydragonentertainment.com](http://www.macdudleydragonentertainment.com)™ / [mddg.llc@gmail.com](mailto:mddg.llc@gmail.com)™