

1st Annual

Kingdom of Wizardry

Festival Park at Sleepy Hollow Sports Park
4051 Dean Avenue, Des Moines, IA 50317

Merchant Information

Merchants it's time to unleash your inner Wizard!

Sleepy Hollow's brand new event Kingdom of Wizardry is an interactive experience celebrating magical stories and characters from across fiction. Including a *Harry Potter* inspired school of magic and a series of quests and characters straight out of *Lord of the Rings* and *Arthurian Legend*. Our guests will be looking forward to exploring the shops of this world in a hunt for costumes and supplies, magical reagents, precious artifacts, and merchandise from their favorite magical fictions.

Dates:

May 18th and 19th, 2019

Hours:

Saturday and Sunday from 10am until 6pm

Welcome, all lovers of magical wares!

This is the first Wizarding School event to be held in central Iowa and we anticipate fans will be very excited about it. We will be giving our current full time Renaissance Faire vendors first opportunity to occupy their current building, but unreserved buildings and tent sites will be available for new merchants.

For the highest sales you will want to tailor your merchandise to the lovers of magical fictions. It is likely the largest fan base will be Harry Potter.

New Fees, Old Fees

Spaces are reserved on a first-come basis, so we encourage you to send in your vendor fee as soon as possible. Fees include electric, water, garbage, and Wi-Fi. *Note:*

Merchant Fees per Space	May 18 and 19, 2019	Deposit Due Feb. 22, 2019
Cart or street stand	\$75	\$40
Any tent	\$100	\$50
Medium booth in permanent building (approximately 150–220 sf)	\$150	\$75
Large corner booth in permanent building (approximately 240+ sf)	\$275	\$90

To reserve your space, you may either pre-pay the entire vendor or you can make a deposit by February 22, 2019, with the remainder due April 1, 2019. Please note: This deposit is *not* refundable. Your deposit is 1/2 of your vendor/rental fee again due February 22, 2019. *If shops are not paid in full by April 1, 2019 they may be reassigned.*

Make out and mail your check to the following:

Sleepy Hollow Sports Park

4051 Dean Avenue

Des Moines, IA 50317

Payment may also be submitted via Visa, MasterCard, or Discover. Credit card charges will have a 3% processing fee added to the total. Call 515.3214053 and ask for Mary Flatt.

Licensing!

Many items associated with Harry Potter, Lord of the Rings etc. are licensed. While it is ok to resell licensed items it is not ok to sell mass produced items as licensed/copyrighted/trademarked if they are not.

We are striving to put on a festival that will appeal to fans of Harry Potter, Lord of the Rings etc. without infringing on their patents/copyrights/trademarks and we will enforce that with our vendors as well.

This is the perfect event to use your imagination and strive to be the merchant who fills a particular niche with your own handmade wares! We do reserve the right to reject potential vendors if their product line is deemed sub-par, pornographic, drug paraphernalia, or in violation of patent/copyright and/or trademark law.

Concentrate on Signage and Shop Presence

Want to get patrons to enter your shop! Start with an eye catching home made sign. The best shoppes feature handmade or painted signs—not some computer printout with pixilated imagery. Not all of us are artists, but all of us do know someone crafty and artistic who could make some cool signs for our shops! Now is the time to start making something attractive and appropriate for your booth!

Signage that is clearly modern will not be allowed outside your shop entrance, though you may choose to install it on the interior of your shop if you so choose. We really want to develop and maintain a sense of magic for the patrons—which will translate to better sales for all!

Lastly, take the time to dress up your vending space to make it as attractive as possible. The more patrons linger in your shop, the greater the chance they'll spend their money there! For those of you who have electric (especially if you're in a dark booth), discreet lighting is permissible, though the key is **discreet**. Soft tunes may be played in the background unless you're near one of the stages. And potpourri or incense may aid your sales. Above all, make it magical!

The Bottom Line

To create an enchanting Magical ambience for your shop, please remember the following:

- Make a sign for your shop.
- Decorate your booth or tent or stand. Make it festive! Add banners, ribbons, and flowers.
- Hide anything not in character with your wares and the theme of the event beneath fabric or inside wooden boxes.
- Use a mug, horn, or tankard for your beverages. Try not to eat right in front of your patrons, if possible.
- Supervise your children and your pets. *Note:* All dogs must have a current rabies tag. (Optional for children!)
- Everyone who works at your booth or is part of your operation (including children) must be dressed in appropriate attire.
- Smoking is strictly forbidden inside booths and in any public space accessible or visible by patrons.

Camper Camaraderie!

We offer **primitive** overnight camping for *free and camping with an electric hook-up for a small charge*. We have spots for RV trailers as well as tents. There are also showers available to merchants and entertainers.

And Finally . . .

We look forward to working with you in making the Kingdom of Wizardry a magical and successful event.

Mary Flatt, Merchant Coordinator

515.321.4053 ❖ mary@sleepyhollowsportspark.com

Please keep in mind the closer we get to the event the busier I am, so please contact me with questions ahead of time.

TWO IMPORTANT NOTES

1) Iowa Sales Tax ID Number. The State of Iowa now **requires** every vendor selling at an Iowa event to have a permanent sales tax ID number; temporary permits are no longer granted. You need this number to sell in Iowa, regardless of whether you live in Iowa or in another state.

Go to: <https://tax.iowa.gov/iowa-sales-and-use-tax-guide>. It's free and doesn't take long and is good for any event you sell at in Iowa. You can start selling immediately; you don't need to wait for the permit to arrive.

2) Liability Insurance. If you sell weapons or anything of a similar nature or have an activity involving weapons or the possibility of a patron getting hurt, we **require** you to have your own liability insurance. And in this day and age of litigation, we also **strongly** encourage **every** vendor to have liability insurance, just to be on the safe side.

Contact your car, home, or rental insurance agent for leads and quotes; you may get a discounted rate. Otherwise, Sleepy Hollow can recommend Mark DuBay of Professional Solutions Insurance Services, at 515.710.4355 or 515.313.4502. Other options include specialtyinsuranceagency.com and reenactorsinsurance.com.

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Merchant Application

I/we _____, representing
_____ (name of shop), request acceptance into the "14th Annual
Renaissance Faire at Sleepy Hollow." I agree to the following:

- Dress in appropriate attire and design my space accordingly.
- Not smoke inside my shop or in view of patrons during festival hours.
- Have my shop/tent/stand fully up and running by opening gate ceremony (10:00AM) and not close until official day ending (6:00PM).
- Have my vehicle off of festival grounds by 9:30AM and not return with it before 6:15PM.

Please check the space in which you want to vend:

- I am a returning vendor and would like the same building I had at the 2018 Sleepy Hollow Ren. Faire
- I want a large corner booth in a building (If available)
- I want a medium booth in a building (if available)
- I have my own period tent (dimensions: _____)
- I have a cart or street stand

Note: ALL MERCHANT VENDOR SPACE RENTALS INCLUDE 2 VENDOR BANDS AND PARKING PASSES. ADDITIONAL VENDOR BANDS MAY BE PURCHASED FOR \$10 EACH PER WEEKEND OR \$16 FOR ALL 3 WEEKENDS TO A MAX OF 2 PER WEEKEND.

Please check one of the following:

- I am a new merchant to Sleepy Hollow.
- I am a full time merchant from the 2018 Renaissance Faire at Sleepy Hollow.

Merchant Fee		Deposit Due February 22, 2019
Cart or street stand	\$75	\$40
Any tent	\$100	\$50
Medium booth	\$150	\$75
Large corner booth	\$275	\$90

Please check the following:

- I am paying the vendor fee in full: _____
- I am paying a deposit fee in the amount of _____; the remainder
of _____ **due April 1, 2019** To pay with a credit card please call Mary Flatt
515-321-4053

Camping:

- I will be primitive camping(no charge)
- I will rent a camp site with electrical hook ups \$10.00 per night x _____ night

I sell the following products (check all that apply):

- | | | |
|--|--|--|
| <input type="checkbox"/> Clothing/costumes | <input type="checkbox"/> Leather goods | <input type="checkbox"/> Wizard & Witch goods |
| <input type="checkbox"/> Childrens wares | <input type="checkbox"/> Wood items | <input type="checkbox"/> Fantasy wares |
| <input type="checkbox"/> Jewelry | <input type="checkbox"/> Housewares | <input type="checkbox"/> Historically accurate items |
| <input type="checkbox"/> Weapons | <input type="checkbox"/> Glass items | <input type="checkbox"/> Scented items |
| <input type="checkbox"/> Art prints or books | <input type="checkbox"/> Art objects | <input type="checkbox"/> Ceramics |
| <input type="checkbox"/> Furniture | <input type="checkbox"/> Other _____ | <input type="checkbox"/> Licensed Merchandise |

Please check all that apply:

- All of my wares are handmade All of my wares are commercially produced
 Some of my wares are handmade

Name(s) _____
Business Name(s) _____
Address _____
City/State/Zip _____
Phone _____
Email _____
Facebook _____

No Compete: I(we) agree to not appear at another Magic, Potter or Wizarding event* during the same calendar year as contracted, within a 80 mile radius of Des Moines, Iowa.

Signed: _____ Dated: _____

- I have an Iowa Sales Tax ID number: _____
 I have liability insurance from _____ in the amount of _____

NOTE: YOU MUST HAVE AN IOWA SALES TAX ID NUMBER TO VEND AT THIS EVENT. LIABILITY INSURANCE IS ALSO STRONGLY ENCOURAGED (required for weapons vendors).

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