



The Nottingham Festival

TUMBLEWEED THE WILD WEST LIVES HERE

2017 MERCHANT APPLICATION INFORMATION

A TWO-WEEKEND TRADITIONAL RENAISSANCE FAIRE &
ONE-WEEKEND WILD WEST FESTIVAL IN SIMI VALLEY, CALIFORNIA
SIMI VALLEY CIVIC CENTER PARK

NOTTINGHAM - NOVEMBER 4, 5 & 11, 12, 2017 • 10AM TO 5PM

TUMBLEWEED - NOVEMBER 18 & 19, 2017 • 10AM TO 5PM

(ALL DATES, TIMES AND LOCATIONS ARE SUBJECT TO CHANGE)

Thank you for your interest in participating in the 5th Anniversary Nottingham Festival, a traditional Renaissance Faire, and/or the 2nd Annual Tumbleweed Township, Wild West festival. Nottingham continues to be successful and retain its award-winning vision as one of the best new Renaissance Faires in the country. The inaugural Tumbleweed Festival was well received and is expected to grow leaps and bounds as we enter into its second year.

The Nottingham Festival and Tumbleweed Township are a 501 c 3 non-profit events in affiliation with Actors' Repertory Theatre of Simi and the Simi Valley Cultural Association, with the purpose of serving the East Ventura County, the San Fernando Valley and beyond! Both Festivals are themed-events that will recreate Elizabethan England in the 16th Century and mid-to-late 1880's of the American Wild West. Patrons coming to the Festival will be stepping back in time and we expect all those who participate as merchants, performers, etc. to create this world by following all rules and regulations set forth by the Festivals. The main purpose of the Festival is to provide an entertaining, educational events based in a historical world that benefits the customers and the community alike. We are expecting an estimated 8,000 to 10,000 customers over the course of each weekend, and our goal is to make these events affordable for families.

How do I apply and will my crafts and products fit into the theme of the Festivals?

It is incredibly important that our patrons step into the magical world of the past whether it is England in the 16th Century or the Wild West in the late 1880's. It is our goal to have our marketplace reflect that. The Festivals are not flea markets and should be filled with fabulous handcrafted art. Preference will be given to original handcrafted products. Products that are imported, mass-produced, manufactured, etc. may be accepted **ONLY** if it fits into the theme of the Festival, is not modern per se **AND** fills a void that cannot be filled by an **ACTUAL HANDCRAFTED ITEM**. These items and booths will be *extremely limited*. Booths that are not a concise theme or focus and/or are filled with a variety of items that make no sense will not be given much weight in the acceptance process. Contemporary/modern items (i.e. t-shirts, water bottles, electronic devices, etc.) will not be accepted!

- Please fill out the application form completely and thoroughly and read all requirements carefully.
- Complete one application and product/craft list per booth.
- Provide a copy of your current Resale License.
- Provide a copy of your current Simi Valley Business License. License available at <http://www.simivalley.org/index.aspx?page=170>
- Include appropriate application fee. All application fees are non-refundable. If accepted, application fee will be applied toward the Registration Fee.

Jurying

To make a more competitive and fair marketplace, the number and types of crafts (and services) will be limited. There will be no exact duplication of products. Crafts juried will be based on some of the following attributes: quality of craftsmanship, distinctiveness of design, materials used and ability to demonstrate. All crafts and products that you wish to sell at the Festivals must be listed on your application. Merchants and Craftsmen may ONLY display merchandise or services that were listed on their application AND approved by the Festival. Items not listed cannot be sold. Upon acceptance to the Festival, you will receive a contract explicitly stating which items your booth is allowed to sell. Any violation will result in you removing the item from being sold and may also result in a monetary fine and your removal from the Festival. We will be inspecting booths to confirm adherence to the juried items and services. The Festival reserves the right to prohibit the display of any work that it deems unacceptable. All photos should be sent along with the application to The Nottingham Festival, 4605 Lankershim Blvd, Suite 200 North Hollywood, CA 91602 or sent via email to Susan Jones at Susan@Nottinghamfestival.com.

Crafts

Products, Merchandise and Crafts to be accepted must fit into the theme and medium of the Renaissance or Western eras as appropriate for each individual festival. Original Handcrafted items will take precedence. All items listed on your application must be juried. Each product (or general type) must be submitted by photograph (either digital or physical). Any materials that are submitted will be kept on file and become the property of the Festival. They will not be returned. You must also provide descriptions for all items and be explicit whether or not they are your design and handiwork. Any items not handcrafted by you must also be noted.

Activities, Games & Services

Activities, Games and Services must fit into the theme and medium of the Renaissance era or Western eras as appropriate for each individual festival to be accepted. Educational demonstrations, activities and services will take precedence. Only one activity, ride, game, service or demonstration may be submitted per application. Describe in detail how your activity, game or service will operate and fit into the theme of the Festivals. Provide photographs or sketches for all rides and games that gives a clearer picture. Games must provide prizes and need to submit a list and photographs. Prizes (like any merchandise at the Festival) must fit into the theme of the events and will be juried. Each product (or general type) must be submitted by photograph (either digital or physical). Any materials that are submitted will be kept on file and become the property of the Festival. They will not be returned. Services (like fortune telling, henna, etc.) will also be juried.

Booth Space, Display & Signage

Your booth, signage, displays and the way you present yourself and your product are an essential aspect of the “village or town” for the Festivals; therefore every effort should be made to fit into the theme. The Festival would like to eliminate prefabricated shade covers and easy-ups because they give the wrong impression and reflect a flea market mentality. They can be used if necessary, but modern features must be masked and hidden. Anything modern (i.e. metal tables, metal chairs, plastic building materials or fabrics) should not be used or at least should be appropriately camouflaged with period materials so they are not recognizable. All booths must comply with the rules set forth by local fire, building & safety and health regulations. All fabric must be flame-retardant and booths will be required to have at least a 1½ lb ABC fire extinguisher that has a current certification. No amplified music will be allowed in booths.

You must submit a photos of your proposed booth and all displays and products in your requested space. Make sure to put all needed specifications, such as size (including any guidelines or back space area), location, shade, utilities, etc. Booth must fit within the measurements requested on the application. Requests will be taken into consideration, but acceptance into the Festival does not guarantee that all requests can be accommodated.

Signage should follow the theme of the event. Signs should be either painted or carved wood or made out of fabric. No vinyl signs. Colors should be appropriate to the historical periods and not unnatural. Displays

should also be done in a fashion fit for the period. Wire racks are strongly discouraged, especially if they are uncovered.

Costuming & Workshops

All merchants and their booth workers are **REQUIRED** to wear appropriate historical costumed attire during Festival hours and in view of our patrons, and use appropriate language at all times. We are portraying a setting in time and the merchants and craftspeople are part of that world and should look and interact in that manner. There will probably be several workshops available prior to the Festivals for merchants and their booth workers including Orientation, Costuming and Language and for those who cannot attend, we will provide worksheets detailing the needed information. No visible tattoos, facial piercings, unnatural hair color or smoking are allowed. All modern and “non-period” equipment and electronics (cell phones, tablets, coolers, sun glasses, etc.) must be out of sight and sound from the patrons and should only be taken out behind the scenes. Do not break the tone that the Festivals are setting. Merchants are responsible for making certain that their workers follow all rules and guidelines regarding costuming and interaction. All merchants and booth workers will be required to go through costume check at the pass house before they receive their pass for the weekend.

Camping

There will be no camping allowed on the Festival site. Local campgrounds are available and hotel discounts are being arranged for Participant lodging. More details will become available when secured.

Pets

No pets (other than pre-approved animals that are part of entertainment or activities) will be allowed at the Festival or on site during set-up, operation or teardown. This is a liability issue and will be strictly enforced. Please make for alternative arrangements or leave your pets at home.

Insurance

Merchants shall maintain, at their sole expense, fire, liability, property damage and worker’s compensation insurance. Proof of insurance will be mandatory for all merchants. Upon acceptance, Merchants will be required to submit insurance certificates with their official contracts. Required certificate holder and additionally insured information will be specifically listed on your contract. Certificates without the correct additionally insured language will be sent back to you, so please make sure your insurer has the correct information. Do not send a certificate if you have not been accepted to the Festival as a Merchant.

The required insurance information and minimums are as follows:

Insurance limits - \$1,000,000 per occurrence/incident

General Aggregate - \$2,000,000

Deadlines, Fees & Acceptance

The application fee is \$30.00 per application and is non-refundable. If accepted as a merchant, the \$30.00 fee will be applied to your Registration Fee. Make checks payable to **The Nottingham Festival**. All applications must be postmarked by August 31, 2017. Applications must be completed in full to be considered for acceptance. Any applications postmarked after August 31, 2017 will be considered late and if accepted there will be a \$50.00 late fee added to the Booth Fees. If you submit a late application, it must be received by October 13, 2017 to be considered for the 2017 Festival. To reiterate, all application fees are non-refundable. No post-dated checks. Any returned checks will be charged a \$25 fee.

Once your application has been received and deemed fully completed, you will receive an e-mail or letter confirming it is being reviewed. All applicants will receive notice by e-mail or letter as soon as possible to confirm whether or not they have been accepted to participate in the Festival. Upon acceptance, you will receive a formal contract for the Festival with a list of the items that you have been approved to sell. You **WILL NOT** be able to sell any items that are not on this list. You will receive this contract electronically. It must be e-signed and returned to confirm attendance. All booths will have a \$100.00 registration fee per booth that covers

administrative costs. Registration fee will be due with the contract. Registration fee is non-refundable. Booth fees will be a flat rate based on the frontage size of your booth space. This exact flat rate will be on your contract based on booth space request and requirements and any late fee. For Flat Fee information, please look below. All booth fees are due with the Festival contract. Make all checks payable to **The Nottingham Festival**.

All applications, contracts, fees, etc. should be sent to The Nottingham Festival, 4605 Lankershim Blvd, Suite 200, North Hollywood, CA 91602. Any questions should be sent to Susan Jones at Susan@Nottinghamfestival.com and we will respond at our earliest convenience.

The following are the Flat Fee breakdowns based on Frontage size space requests broken down by Artisans/Crafts/Merchants and Activities/Games/Rides. For any space request over 50 Foot Frontage, please contact us for pricing. Please make sure to include any additional space requests (i.e. space for guidelines, back area space) in your request.

REGISTRATION FEE:

The fee for registration is \$100.00 per booth. This is the fee whether the booth participates in the Nottingham Festival, Tumbleweed Township or both.

ARTISANS/CRAFTS/MERCHANTS

FRONTAGE SIZE	Nottingham	Tumbleweed	NF&TW
Cart/Wanderer	\$300	\$150	\$425
10 Foot Frontage	\$300	\$150	\$425
15 Foot Frontage	\$450	\$225	\$625
20 Foot Frontage	\$500	\$275	\$765
25 Foot Frontage	\$670	\$335	\$930
30 Foot Frontage	\$800	\$400	\$1100
40 Foot Frontage	\$1000	\$500	\$1390
50 Foot Frontage	\$1200	\$600	\$1675

ACTIVITIES/GAMES/RIDES

FRONTAGE SIZE	Nottingham	Tumbleweed	NF&TW
10 Foot Frontage	\$200	\$100	\$285
15 Foot Frontage	\$300	\$150	\$430
20 Foot Frontage	\$400	\$200	\$570
25 Foot Frontage	\$500	\$250	\$710
30 Foot Frontage	\$600	\$300	\$855
40 Foot Frontage	\$800	\$400	\$1145
50 Foot Frontage	\$1000	\$500	\$1430