

# 2022 Vendor FAQ

Questions please contact us at: [spartacelticfestvendors@gmail.com](mailto:spartacelticfestvendors@gmail.com)

- **When is your event?**
  - Second weekend in August, August 12th-13th, 2022
- **Where is the event?**
  - Rogers Park in Downtown Sparta (182 N. State St. Sparta, MI 49345)
- **How many years has this festival been running?**
  - This is our 14th year.
- **How many attendees do you get on average?**
  - Last year we paired down our festival to a one day event and reduced out activities greatly. Even with COVID protocols in place we still had around 7,500 attendees. We estimate around 8-9,000 attendees for 2022 and show an average 5-10% growth in attendance each year.
- **How many vendors do you have each year?**
  - Previous years we had around 30-35, this we have set a final cap at 46.
- **What do people pay to attend your festival?**
  - Nothing, it's free!
- **Other than shopping, what else is going on?**
  - We have live music and dancers, a kids area, car show, highland games, 3 beer tents, two food courts, and more. It is a two day event that is well attended and well loved in the area.
- **How big is my booth?**
  - 10x10. You will have some space surrounding your booth for your tent straps and minor storage. If you need more accommodations, please let us know. Please note that we cannot and will not guarantee that your booth space will be on level ground as this is an outdoor event. Keep this in mind when planning your displays.
- **What all is included?**
  - Nothing. You need to provide your own tent, table and chairs. We are an outdoor festival. Please note that we cannot and will not guarantee that your booth space will be on level ground as this is an outdoor event. Keep this in mind when planning your displays.
- **Can I get power?**
  - Sorry, we do not provide power, as you will be in a park.
- **When can I set up?**
  - Set up begins Friday at 10:00 am. Additional setup on Saturday is available beginning at 8:00.
- **When can I tear down to leave on Saturday night?**
  - Teardown will be organized by booth number to allow for the least disruption possible as there will still be performances occurring on the main stage. To better

serve our guests and our vendors we have placed the Vendor market close to the Main Stage, but this means teardown must be done quietly and with proper organization. More information on teardown will be provided once we are closer to the event.

- **Do you provide security if I leave my stuff overnight?**
  - Yes, we provide security overnight, but do remember we are not responsible for any lost, stolen, or damaged goods left overnight.
- **What happens if it rains?**
  - Then the festival does its best to pause and assess the situation. No refunds will be given due to weather.
- **What does it mean I have to be approved for my booth?**
  - We work hard to maintain the quality of our festival. As such we seek to include as many local makers, crafters, and artisans as possible. By having all applications pending approval it ensures that we can have less duplicate wares within our Vendor Market and it allows us to highlight the amazing merchants we do partner with.
- **Do you allow MLM or Direct Sales companies to have vendor spaces such as Tupperware, Color Street, etc?**
  - Yes, however it has always been the policy of the Sparta Celtic Festival that local makers, merchants and crafters will have priority placement and approval over such applications.
- **Do I have to be open for sales on Friday?**
  - We encourage all of our vendors to have their booths ready for customers as of 4pm on Friday evening. After all, you paid to be here and we want to help you succeed. We ask that all booths be in place and ready to sell as of Friday evening. If this is not possible, please contact us and let us know and we can make arrangements to
- **What is the Merchant Volunteer Program (MVP)?**
  - Sparta Celtic Festival runs on the strength of our volunteers. As such we would like to offer the opportunity for any company that joins our marketplace to earn a discount on their booth if they volunteer with our organization in any capacity from the end of the previous year's festival up to the day before the current calendar year's festival. If you choose to volunteer, then a discount of \$10 per booth space will be applied to your invoice as a credit payable after the festival or applied to your next year booth deposit. If you are interested, please check the MVP box on the application and we will reach out to you with more details. All volunteering will be verified through the Sparta Celtic Festival volunteer coordinator.
- **How does selecting a booth location work?**
  - You simply decide the top three locations where you would like your booth and record the numbers on the application. We will assign your booth and let you know the final cost upon your application approval. If you would like multiple booth spaces. Please be sure to list both in each selection area.
- **I was a Crafter/Merchant last year but that option is not available, what do I do now?**
  - In order to better serve our vendors we decided to move the merchants all together into one areas and created a single vendor area. As such we will no longer have vendor

categories. Every vendor will be able to sell on Friday and Saturday. Booth costs will now be determined by the location of their booth.

- **What is a New Business Vendor and how do I get one of those booths?**
  - New vendor booth locations are only open to businesses who have not vended with our festival in the past as a way to support starting companies/entrepreneurs looking to try our festival for the first time. They are limited in number and are not guaranteed for future years.

**Booth Layout and Cost:**



- Premium Placement - 18 Booths
- Standard Rates - 20 Booths
- New Business - 8 Booths
- Vendor HQ

<b>Prime Locations</b>	<b>\$125.00</b>
<b>Standard Locations</b>	<b>\$100.00</b>
<b>New Vendor Locations</b>	<b>\$75.00</b>