



Vasa Park Association
Educational – Culture - Heritage
 Scandinavian Höstmarknad/Fall Market
 & Swedish Meatball Contest
 October 20, 2019

Vendor # _____

VENDOR APPLICATION AND RESERVATION

- Early registration before September 21st for location preference
- Program deadline Sept 28th with Camera-ready art work – 1-Comp Ad per paid vendor
- Application and payment will confirm reservation and ad.
- More info: www.vasapark.org
- **Make checks payable to Vasa Park Assn.**
- Mail to: Marknad 2019, C/o Linda Kosvic, 335 North Wateka St., San Jacinto, CA 92583
- Questions: (760) 880-8943 Text or (951) 654-8396 | Lkosvic@gmail.com

Business Name: _____

Contact Name: _____

Address: _____ City, State, Zip: _____

E-mail: _____

Phone #: _____ Cell #: _____

Type of Business: _____ Craft/Product: _____

Non-Profit: List what you will be sharing: _____

____ Initial: Liability Insurance: Yes (attach copy) / No : Policy # _____ Exp: _____

____ Initial: Food Handlers must have a current Food Handlers Certificate (attach copy).

____ Initial: I hereby release Vasa Park Association, its officers and members from all liabilities and claim for damage, injuries, loss, damage to or theft of sale/display/exhibit items.

____ Initial: Include Business Card enclosed

____ Assistance Booth Equipment – 1 trip at beginning and end of event: Circle AM / PM
 Items _____

ALL EXHIBITS MUST COMPLY WITH CITY ORDINANCES, REGULATIONS, FIRE MARSHALL, AND/OR AREA HEALTH DEPARTMENT INSTRUCTION. FOR ANY INFORMATION CONTACT THE APPLICABLE OFFICE. _____ INITIAL HERE

Comments _____

Signature _____ Date _____

Office Use

Received Date: _____ Paid: Ck/Cash _____ Rcvd By _____

Business Card Yes / No _____ Comp Ad \$/N/C _____ Upgrade \$ _____ New Ad \$ _____



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BOOTH, EQUIPMENT AND AD PRICES

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2019		QTY	AMT		TOTAL
BOOTH AND EQUIPMENT	*Ad Upgrade Opportunity larger size and color				
10x10 +Eq Set +Comp Ad	B/W Business Card; 1-each canopy, table, 2-chairs		\$30.00		
10x10 +Eq Set +Comp Ad	Color Business Card: 1-each, canopy, table, 2-chairs		\$50.00		
10X10 - Food Court; Comp AD	No equip +comp B/W ad (comp \$25)		\$30.00		
10X10 - Food Court; Comp Ad	No equip +comp color ad (comp \$45)		\$50.00		
Extra Spc 10x10 +Equip	1-canopy, 1-table, 2-chairs		\$30.00		
Extra Spc 10x10 - No Equip			\$20.00		
Non-profit/Educational	1-canopy, 1-table, 2-chairs +B/W comp ad		\$25.00		
Vasa 10x10	1-canopy, 1-table, 2-chairs +B/W comp ad		\$25.00		
Vasa 10x10 Extra Spc	W or W/O equip		\$20.00		
ADDITIONAL EQUIPMENT					
	Canopy		\$25.00		
	Table		\$15.00		
	Chairs		\$4.00		
	Electricity		\$25.00		
	Extension Cord		\$5.00		
ADVERTISEMENT - Camera Ready Art-Work - JPEG, IMG, PDF			B/W	Color	
Raffle Donor	Value \$25-\$50 - Proceeds Viking Village Camp		comp	n/a	
	Item:				
Business Card	B/W Comp Vendor Ad Value \$25 (*)		comp	\$	
Business Card			\$35.00	\$50.00	
Half Page	3¼x5¼		\$50.00	\$70.00	
Full Page	7½x5¼		\$80.00	\$100.00	
Full Page/Inside-Front/Back	7½x5¼		\$100.00	\$150.00	
Full Page/Back	7½x5¼		\$150.00	\$175.00	
Ad Upgrade Offer	Paid Vendors, Deduct Vendor Comp Ad Value ~ \$25 B/W or \$35 color and pay difference		\$	\$	
TOTAL			\$	\$	

SPONSORS					
\$500	Advertisement in Program		\$		
\$1000-\$2500	Advertisement in Program and Park		\$		
TOTAL			\$		

Comments: _____



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VENDOR RULES

1. Registration and program deadline is September 28st.
2. Turn in Registration with Business Card for complimentary ad. Ads can be upgraded and deduct the \$35 comb/value and pay the difference.
3. Booth space is confirmed with application and payment.
4. Vendor items should reflect the culture, heritage, and history of Scandinavia. Some exceptions apply.
5. Canopies must be sturdy enough to withstand the winds or inclement weather. Tent covers must be weighted so they do not blow away. (i.e. cement pails or sandbags). No stakes or spikes may be used in the Park for any reason. Vendors are liable for any damage that they may cause to the underground electrical or water conduits.
6. Booth spaces are 10x10 and are offered with or without equipment. Be sure to mark on the application form how many spaces you will need. There are limited services for transportation of booth material.
7. Advertisement opportunity and components:
 - Complimentary Business Card Ad in our event program for each paid vendor
 - Business listing in Vendor Index in program
 - Sponsor – listing in Program and throughout park
 - Ad Upgrade – Deduct the \$35 ad comp/value from the upgraded ad size.
 - Raffle Sponsor opportunity with business recognition. This additional advertising exposure is available with providing a raffle item of \$25-50 value. The proceeds support the Viking Village Camp for youth that is held at Vasa Park in the summer.
8. At the end of the day turn in your Vendor Participation Sales Report with a payment of 10% of your sales and deduct \$100 for the Vendor Booth Credit prior to making payment. The report will be collected by our Treasurer, Ann Heinstedt at the conclusion of the event or prior to exiting.
9. Raffle sponsors may drop off their raffle item at the raffle tent and sign-in your raffle item.
10. Setup and Teardown – All vendors will be located in the larger park side. The park opens at 8AM on Sunday, October 18. Your promptness is encouraged as the event activities begin around 9:00 am and opening ceremonies at 10:00 am.

NO VEHICLES SHALL BE ALLOWED IN THE VENDOR AREA FOR REASON. Vehicles shall be unloaded and loaded from a designated area. Vendors may transport all equipment/materials with their own hand carts or hand operated devices. Vendors shall be responsible for timely loading and unloading of booth material and goods. After unloading, please move out of the Loading Zone, and park as directed by Security.

No teardown may be done before the festival closes at 4 pm Sunday.