



End of Seasons
Lione LLC

Presents

The Silver Kingdom Renaissance Festival
June 12-13 & June 19-20, 2010

Ye Olde Commons
120 Northside Road
Charlton, MA

www.silverkingdomfestival.com
www.endofseasons.com

WELCOME

We are excited to prepare for the fifth year of the **Silver Kingdom Renaissance Festival (the Festival)**. The success and enjoyment of the 2009 Festival has us excited about the growth we can expect in 2010, while maintaining the community atmosphere we want to foster. We look forward to a fun and busy few days, filled with song and laughter, food and drink, goods and games, and hope you will join our growing community.

Our 2009 attendance numbers have increased significantly from 2008, and for 2010 we expect to build on the recognition we have gained both locally and in the Ren Faire and LARP communities. We have many great ideas and feedback for further expanding our advertising and marketing. We would like to encourage you to increase traffic to the Festival and your booth through mailing lists, message boards, and circuit visits.

Location

The Festival is located at Ye Olde Commons in Charlton, MA, a community located near Worcester, MA. The site consists of 40 acres of open and wooded area, with a large Tavern Hall, period cabins, and decorative scenes and stages throughout the grounds.

Please feel free to visit the site online for information and directions:

www.kingdomfestival.com

The site is conveniently located off Route 20, only minutes away from I-90, I-395, and I-84. This makes it readily accessible to travelers from around the New England area and beyond. Camping and food are available on site, but there are also numerous lodging facilities and restaurants within a short driving distance.

Festival Theme

The theme of our show is fantasy of the late medieval to early renaissance age. We emphasize a strong fantasy influence (i.e., elves, dwarves, dragons, wizards, warriors) and encourage participation by all visitors.

Community

Lione LLC (End of Seasons) is the organizer of a proven seventeen-year-old LARP (live action roleplaying game). We pride ourselves on our staff and our customers who have over the years become our friends and make up our strong community. To us, this Festival is about reinforcing that community and bringing a sense of medieval fantasy to new friends and the local community.

We invite you to become a part of our family and join us in this wonderful venture in the world of a fantasy Festival.

MERCHANT WARES

Our goal is to offer goods and services not easily found in the modern world, so priority will go to handcrafted wares. We welcome all crafted items that fit a renaissance, medieval, or fantasy theme. We believe that imports and resale items also have a place in our Festival in limited quantities.

We ask for detailed descriptions, and if possible, photos of the wares you intend to sell at our festival. This information will be used to ensure the wares are appropriate for the Festival, as well as allowing us to help promote your business. Photos will not be returned so be sure you are sending copies. Merchants may only sell wares that are included in their merchant application.

Merchants found selling unlisted and/or inappropriate items may be asked to leave without a refund of their merchant fee.

Food Vending

Our goal is to offer an assortment of food and refreshment options for our guests. We welcome all traditional Renaissance Faire food and beverages. We believe that convenience items, fast food and snack items have a place in our Festival in limited quantities. We ask for detailed descriptions and where possible, photos of the foods and beverages you intend to sell at our festival. This information will be used to ensure it is consistent with the theme of the Festival, as well as allowing us to help promote your business. Photos will not be returned so be sure you are sending copies. Food vendors may only sell food and beverages that are included in their merchant application.

Food Merchants found selling unlisted, inappropriate items may be asked to leave without a refund of their merchant fee.

Food Merchants must comply with all local and state (Massachusetts) ordinances and require permits for serving food and beverages.

Please contact merchants@silverkingdomfestival.com for pricing structures for food service vendors.

YOUR BOOTH

Tent

We highly encourage all merchants to use period pavilion tents that will enhance the atmosphere of the Festival, as well as provide protection from the elements. We realize, however, that these tents are not always in a crafter's budget and an EZ-up style tent may be used. Aspects of a tent that are not period-style should be concealed in some manner with the use of fabric and décor. We reserve the right to close any booth during the run of the Festival that does not reflect the Festival in a positive light.

Booth Signage

All booths should have a sign that announces their business. This sign should be attractive and made of wood, metal, or similar durable material. Like your booth, these signs should compliment the atmosphere of the Festival.

Costuming

During Festival hours the merchant and any employees who are working for the merchant's booth should be dressed in appropriate Festival costume. Please avoid jeans, sneakers, t-shirts, or other obvious modern clothing.

Booth Personnel

Merchant registration includes Festival admission for up to three adults. Additional merchant booth staff will be required to purchase regular admission tokens.

Booth Hours

Merchants are expected to attend all days of the Festival and have their booth open and operational during Festival hours. The Festival is open rain or shine. It is the responsibility of the merchant to ensure their booth is adequately staffed at all times and to have sufficient amounts of merchandise to sell.

Hours: 1 st Weekend	10am – 6pm each day
2 nd Weekend	10am – 6pm Saturday 10am – 5pm Sunday

Demos

If you would like to hold a demonstration of the crafting of your wares please contact our merchant coordinator for details.

Anachronisms

Many merchants use remote credit card machines to process credit card sales. While this may be necessary for sales processing, we ask that all anachronisms are generally kept concealed from the view of patrons.

Power

If you require electrical utilities for your booth during the run of the Festival, it can be provided to you at a nominal cost.

Setup

Setup begins the Friday afternoon before the Festival opens and continues through 9 A.M. Saturday. We strongly encourage you to set up your booth on Friday.

Cleanup

All merchants are responsible for keeping their sales area clean and presentable to the public throughout the run of the Festival. The sales area includes the tent itself, its interior, and a 5-foot radius around the tent. Please be sure to pick up any trash that may come into this area and dispose of it properly throughout the run of the Festival. You are also responsible for cleaning this area on the last day of the Festival after your sales area has been packed away. We will assess a \$10/hour cleanup fee (one hour minimum) for any sales area(s) we are forced to maintain. If you are a food vendor, we ask that you please review the food vendor guidelines involving this topic.

FINANCIALS

Merchant Registration Fee

The nonrefundable merchant registration fee is payable by April 30, 2010. Early-bird registration entries received by March 31, 2009 will receive a 10% discount per weekend, while registration after April 30, 2009 will incur a \$10 late fee per weekend and acceptance cannot be guaranteed.

Insurance

It is required that all merchants have \$1 million liability insurance that protects both them and the Festival. We will require proof of insurance that names Lione LLC and Ye Olde Commons as "additional insured."

Optionally, instead of providing your own insurance, we can provide coverage for customers in your sales area under our own liability insurance. This optional insurance waiver satisfies our requirement for coverage, but it does not provide your wares or your business with any protection.

Program Advertising

We will be putting together a program listing merchants and entertainment locations. If you want to stand out please contact us about advertising in our program. **The deadline for program advertisements is May 1, 2010.**

Donate Prizes

We will host a boffer fighting tournament open to all customers. This was a huge attraction in 2009 and provides excellent exposure for your wares to a key target audience. If you sponsor a prize for this tournament, it will be listed in the program along with your name.

GENERAL INFORMATION

Vehicles

Due to space limitations, you may only have one vehicle at a time on-site for loading/unloading. All non-load vehicles should be parked in an assigned parking area and not enter the site. You are responsible for having your load vehicle off-site no later than 9 A.M. on operational days of the Festival. Once you are done loading/unloading, please park your vehicle in an approved lot to help alleviate potential traffic issues. **Failure to remove your vehicle from the site by 9am will result in a \$100 fine.** If, for some reason, you foresee that you will be unable to remove your vehicle from the site by that time, please contact the Merchant Coordinator beforehand.

Parking

Parking at our Festival is free. Please park only in approved merchant parking areas.

Children

Merchants who bring children to the Festival must supervise their children at all times. Children should be dressed in appropriate period attire when they are with you throughout the day. As safety is our main concern for all participants we ask that young children are kept at a safe distance during live-action fight scenes.

Bathrooms

For your comfort, the Silver Kingdom Renaissance Festival site has flush toilets available for participant and patron use as well as portable toilets strategically placed throughout the grounds.

Camping

Merchants may camp on-site in their own tent for a nominal site use fee of \$15 per weekend. Shower facilities are available to Festival vendors and entertainers that choose to overnight on-site.

Cabins

Ye Olde Commons has a limited number of sleeping cabins available for rental. If you are interested in

these, please contact the merchant coordinator. These are on a first come, first reserved basis.

Pets

Only service animals or animals that are part of your act may come to the Festival. Your pet must be supervised and kept secured at all times. You must also clean up after your pet. If you wish to bring a pet, you must receive clearance from the Merchant Coordinator first.

Security

During the Festival, we provide a 24-hr security presence that patrols the main Festival site. We will be issuing each Merchant and their staff medallions. For security purposes no participant in the Festival will be allowed access without their medallions.

Quiet Time

If you are camping on-site, please be aware that after 11:00 P.M. until morning all noise must be kept to a minimum. Please be respectful of your neighbors.

Trash Pickup

The Festival will begin to pick up trash immediately upon closing of the gates. Please be sure to have any trash ready for disposal located at the "front" of your tent site.

We look forward to working with you on the 2010 Festival. Your thoughts and comments are always appreciated and welcome. If you have any questions or suggestions, please feel free to contact us.

Best Wishes,

Linda Noble

Merchant Coordinator

Silver Kingdom Renaissance Festival

Merchants@silverkingdomfestival.com

www.silverkingdomfestival.com

www.endofseasons.com

**MERCHANT APPLICATION for SILVER KINGDOM RENAISSANCE FESTIVAL
JUNE 12-13 and JUNE 19-20, 2010**

Please complete and mail this form with registration check made out to **LIONE LLC** to:
The Silver Kingdom Renaissance Festival

c/o 134 Acorn Lane
West Warwick RI 02893

If you require a hard copy to be sent via mail, please call or send an e-mail request to:
Merchants@silverkingdomfestival.com (Linda Noble, Merchant Coordinator)

BUSINESS NAME		
OWNER NAME (Last, First)		
MA SALES TAX ID		
FAIRE BUSINESS NAME		
ADDRESS		
CITY	STATE	ZIP
DAY PHONE	EVENING PHONE	
WEBSITE URL	E-MAIL	
INSURANCE AGENCY		

BOOTH SIZE AND DATES

<input type="checkbox"/>	10' x 10'	\$55 (one weekend)	<u>Only one weekend? Please circle dates:</u>
<input type="checkbox"/>	10' x 10'	\$94 (both weekends)	
<input type="checkbox"/>	10' x 20'	\$66 (one weekend)	June 12-13
<input type="checkbox"/>	10' x 20'	\$116 (both weekends)	
<input type="checkbox"/>	20' x 20'	\$88 (one weekend)	June 19-20
<input type="checkbox"/>	20' x 20'	\$149 (both weekends)	
<input type="checkbox"/>	20' x 25'	\$160 (both weekends)	
<input type="checkbox"/>	Wandering peddler	\$33 (one weekend)	<u>Custom size needs? Please contact us.</u>
<input type="checkbox"/>	Wandering peddler	\$61 (both weekends)	

Additional options:

<input type="checkbox"/>	Cabin Rental	\$90 / \$180	Cabins, sleep 6, with bunks and electricity, per weekend
<input type="checkbox"/>	Tent Site	\$15 / \$30	Site use fee for camping, per weekend
<input type="checkbox"/>	Insurance Waiver	\$35	Utilize Festival coverage for customers instead of own insurance
<input type="checkbox"/>	Electrical Hookup	\$15 / \$30	15 amp 110V electrical service, per weekend
<input type="checkbox"/>	Table/Chairs Rental	\$15 / \$30	One table and two chairs, per weekend
<input type="checkbox"/>	Program Advertising	\$20	Per business-card sized ad
<input type="checkbox"/>	Web Site Listing	Free	Listing and link on the Silver Kingdom Renaissance Festival web site

Application Due Date April 30th, 2010 – please make check payable to LIONE LLC

Please add \$10/weekend late reg fee if application or check received after April 30, 2010
Please apply 10% early reg discount if application and check received by March 31, 2010; After
March 31, 2010 registration prices increase by 10% to listed prices.

Please complete and include with registration form.

BOOTH

I. I, the Merchant, understand that the Festival provides a setting in which I may sell my wares and that the Festival is in no way responsible for a lack in sales I may incur for any reason. This includes, but is not limited to: inclement weather, patron traffic, location of site, location of sales area, etc. I understand the Festival is willing to work with merchants to help them maximize their sales potential and agree to speak with them if concerns arise while still holding the Festival harmless if unable to react.

II. I, the Merchant, understand that I must provide my own sales area and costume and that it must be approved by the Festival. Included in this sales area will be an appropriate sign made of wood or similar durable material that represents the time period and my business. I also agree to fashion my booth with fantasy of the late medieval to early renaissance age style that conceals exposed pipes, tables, or modern looking implements.

III. I, the Merchant, agree to have my sales area completely set up and that my employees and I will be in costume no later than 9:30 A.M. on each day of the Festival that I am registered for. I agree that any of my employees and I will remain in costume and character throughout the day while I am on the Festival grounds while it is open to the public.

IV. I, the Merchant, will make certain that my booth is properly staffed and will remain set up and operational during all open hours of the Silver Kingdom Renaissance Festival (the Festival) unless otherwise agreed upon in writing by the Festival Merchant Coordinator.

V. I, the Merchant, understand that anachronistic items such as wrist watches, cigarettes, neon colors, cell phones, tennis shoes/sneakers, modern print bandannas, spandex, jeans, or modern clothing should not be worn during the hours the Festival is open to the public. I agree to keep any weapons I wear as costuming peace bound at all times unless I am part of a performance that requires it. I agree not to bring firearms to the Festival at any time for any reason.

VI. I, the Merchant, agree to keep my booth and a radius of 5' feet around my booth free of trash and debris during the run of the Festival.

VII. I, the Merchant, agree to break down and remove my booth from the Festival site within one day after the Festival closes unless otherwise approved in writing by the Festival Merchant Coordinator. Once my booth is removed, I, the Merchant, agree to clean the space where my booth had been and a radius of 5' feet around it. I understand that failure to upkeep this area and/or my booth may result in a \$10/hour cleanup fee (1 hour minimum) that is due that day to the Festival Merchant Coordinator.

VIII. I, the Merchant, agree to peace-bind any weapon upon sale. I will not sell weapons that I cannot peace-bind. If I am unsure what peace-binding is or how to acceptably peace-bind a particular ware, I will contact the Merchant Coordinator for an explanation before selling it. I understand that the sale of such weapons without a peace-binding is forbidden.

IX. I, the Merchant, agree to use only the space I have paid for. If I must exceed this space I will obtain permission from the Festival Merchant Coordinator who must approve the expansion. I understand that additional fees may apply for this expansion.

CONDUCT

X. I, the Merchant, agree to behave in a professional manner at all times that best represents my organization and the Festival. I also agree to ensure that my employees maintain this same level of professionalism.

XI. I, the Merchant, understand that smoking is only allowed at designated smoking areas and agree to smoke only out of the view of patrons during the Festival open hours to maintain the ambience of the Festival.

XII. I, the Merchant, understand that this is a 'family based' show and agree to keep my tone to a mild and friendly level that best represents the Festival.

XIII. I, the Merchant, understand that illegal drugs will not be tolerated and will refrain from using any on the Festival site at any time. Alcohol will only be allowed as sold by Ye Olde Commons Tavern.

SITE

XIV. I, the Merchant, agree to have my vehicle and/or the vehicles of my employees off-site no later than 9:00 A.M. on each day of the Festival that I am registered for. I will not attempt to bring my vehicle on-site or allow my employees to do so at the end of the Festival day until the Merchant Coordinator has authorized it. I will park my vehicle in an area approved by the Festival Merchant Coordinator. I agree to pay any fees related to the towing of my vehicle or employee vehicles for not adhering to these rules.

XV. I, the Merchant, understand that \$1 million liability insurance coverage is required by the Festival. If I provide my own insurance, I understand that I am required to present evidence of insurance to the Festival Merchant Coordinator upon arrival to the Festival before I set up my sales area, and must name "Ye Olde

Commons” and “LIONE, LLC” as “Additional Insureds” for the length of the time I am setting up, displaying, or exhibiting on the grounds. If instead I make use of the Festival’s insurance through purchase of the insurance waiver, I understand that although this provides the required \$1 million liability coverage for customers, it does not protect my wares or business.

XVI. I, the Merchant, understand that although there will be an on-site security presence throughout the weekend runtime of the Festival, the Festival is not responsible for damage to or theft of my property at any point for any reason and will not hold the Festival or its security team accountable for such. I understand that this extends to the property of my employees.

XVII. I, the Merchant, understand that I am required to have and present a State of Massachusetts Tax ID Number. I understand that if I do not provide one the State may provide one for me during the Festival during inspection. I understand that the Festival is not responsible for any fines or penalties I may incur for not having a valid State of Massachusetts Tax ID Number when inspected. If I sell food, I agree to have all permits required by the Town of Charlton and State of Massachusetts to sell such and will adhere to all rules set forth by the state and town in this regard.

XVIII. I, the Merchant, understand that pets, which I want to bring to the Festival, require prior written approval from the Festival Merchant Coordinator, unless it is my registered service animal.

OTHER

XIX. I, the Merchant, understand that I must pay the full registration amount in order to be considered registered for the Festival. I understand that my registration fee is nonrefundable unless I am refused space or refused in a category of wares I wish to sell. If I am refused space or the ability to sell a particular ware I must notify the Festival of my intent to withdraw within 10 business days of receiving my written refusal notification in order to have my registration returned in full. I understand that failure to contact the Festival may mean forfeiture of this registration.

XX. I, the Merchant, agree to hold harmless the Festival, LIONE LLC, Ye Olde Commons, or any staff or person involved with the Festival, for any and all damages to persons and properties resulting from acts of God, loss, theft, vandalism, injury, or medical emergency. Furthermore, the above mentioned persons, groups, or organizations, shall be held harmless from any cause of action, claim, or petition, filed in any court or administrative tribunal, arising out of said event, including all costs, attorneys’ fees, judgments, or awards.

XXI. I, the Merchant, understand that Festival management reserves the right to make the final interpretation on these rules.

With my signature I, the Merchant, agree to adhere to all the rules of the above contract. I understand that failure to do so may result in the removal of my business from the Festival immediately and without refund.

Business Name [Printed]

Owner Name [Printed]

Owner Name [Signature]

Date