



Dear Arizona Festival applicant,

Following this letter is a craft exhibitor application for the 2011 Arizona Renaissance Festival which will be held on eight consecutive weekends and Presidents' Day (February 12-13, 19-20-21, 26-27, March 5-6, 12-13, 19-20, 26-27, April 2-3, 2011) plus two special week day Student Days, dates yet to be determined. In this letter we will attempt to answer basic questions and, because space availability is at a premium, we encourage you to return the application as soon as possible.

What is a Renaissance Festival?

A Renaissance Festival recreates a 16th Century European Marketplace. We have entertainment, jousting, games, rides, pubs, and a variety of arts and crafts.

Is my craft suited for a Renaissance Festival?

We try to keep our crafts within the "Renaissance" theme. We are not a flea market, street festival or outdoor mall. We specialize in handmade crafts, and would prefer that any crafts offered be made by you or your company. If you sell imports, we will consider your application, but be warned – we give preference to vendors who make their own product.

Do I have to attend all eight weekends of the Festival?

Yes, you are required to be open all eight weekends, Presidents' Day and all of our Student Days. You may hire a manager to run your booth if you are unable to attend yourself.

Should I send money with this application?

No, do not send any money at this time.

What are the requirements for vending at the Renaissance Festival?

Should your application be accepted and you are contracted for the Festival, you would have to provide your own exhibition structure and costume. Both your structure (tent, cart or, if you prefer to build, booth) must fit within the "Renaissance" theme. Your costume must also fit the theme. Photos or drawings of your proposed set-up and costume should be sent to the Festival with this application.

What sort of spaces may be available?

- **In-Line Spaces:** New exhibitor opportunities for permanent in-line booths for new booth construction are extremely limited for 2011. Please indicate if you are interested in purchasing an existing booth and we will furnish a listing.
- **Pathway 360°:** Separate from the remaining in-line shop spaces, we may be able to create a very few unique locations for permanent booths in key pathway locations (360° spaces). Those opportunities are determined on a case by case basis. A pathway shop has great visibility and traffic flow. The negative is that you do not have a road with parking directly behind the shop as you would with in-line booth space.
- **Cart/Portable/Pavilion:** And finally, we have a limited number of spaces for carts, portable exhibits and pavilion tents.

How do you decide who is accepted?

The decision as to who we can accept to fill the limited amount of space will be based on the quality of your craft and how your work fits into the current offerings at the Festival, combined with a clear understanding of your first and second choices with respect to booth type, size and design.

The Festival first looks for exhibitors who can build appropriately designed booths in the existing available spaces, or can purchase, maintain or upgrade a booth for sale. After that we look to fill in any remaining space with carts, tents and portable exhibits.

What if I am interested in purchasing a booth that is for sale?

If you're interested in a booth that is listed for sale, make note on the application. Let us know if you can operate from a portable as a second choice in case there are no booths available appropriate to your craft. If your application is accepted you will be informed immediately. Once accepted, if you have inquired about a booth for sale, we will put you in direct contact with potential sellers.

Can we rent a booth for the first year?

Booth rental is a rare exception rather than the rule at this Festival. Occasionally we may find a booth temporarily for rent. You can always note on your application if that option should be considered. The alternative to booth rental, if you are not prepared to build a booth, is a cart, portable exhibit or pavilion tent.

Please fill out the entire application below and return it as soon as possible.

We look forward to receiving your application and we encourage you to attach a note with any questions or comments you need addressed.

Cheers and regards,

The Arizona Renaissance Festival

PLEASE CHECK ONE OF THE FOLLOWING:

This application is to build or buy a permanent shop in a space on the perimeter shop line at \$30/foot space rental. Size requested: 20 front feet 25 front feet 30 front feet _____
(minimum footage) larger: specify in 5-ft. increments

Spaces are approximatley 20' deep. **Please detail booth design plans or note desire to purchase.**

--OR--

This application is for a portable exhibit or vendor cart at \$950.00 per space. Please explain or detail its size, type, and Renaissance design. (Electrical access cannot be guaranteed for this category).

Please send photo, plans or illustration of your cart/tent/gazebo.

Please include dimensions ____ X ____ (If tent, is this with or without ropes? _____)

CRAFT ITEMS (List by Participant): Each and every item proposed to be sold at the Festival must be listed. All items must be hand-crafted by Exhibitor. Be careful to note and describe fully any items or parts of items that are manufactured or hand-crafted by others. Items listed on this application that are not personally hand-crafted by Exhibitor will not be allowed without express written consent of the Festival Director. Items approved for sale at the Festival will be so noted when a Lease Agreement is returned for signature by Exhibitor.

Attach additional sheets or explanations if necessary. Please fill in the proposed retail price range of each item.

ITEM	PRICE RANGE	ITEM	PRICE RANGE
1.	\$	11.	\$
2.	\$	12.	\$
3.	\$	13.	\$
4.	\$	14.	\$
5.	\$	15.	\$
6.	\$	16.	\$
7.	\$	17.	\$
8.	\$	18.	\$
9.	\$	19.	\$
10.	\$	20.	\$

Do you participate in other Renaissance Festivals or Faires? YES NO If yes, please list which ones below.

Return to:
THE ARIZONA RENAISSANCE FESTIVAL
12601 East US Highway 60
APACHE JUNCTION, AZ 85118

Or email to Loren@RoyalFaires.com

Please allow up to 45 days for response. Any Questions? Call (520) 463-2600 Ext. 105

This application becomes effective only upon execution of a Lease Agreement between the ARIZONA RENAISSANCE FESTIVAL and an approved Exhibitor.