



2009

Dear Irish Market Vendor,

We would love to have you join us again this year for the **10th Annual Michigan Irish Music Festival September 18th – 20th, 2009 on the shores of Muskegon Lake in downtown Muskegon.** This event promises to be The Best Darn Fest in the Whole Midwest. We strive to be one of the best cultural festivals in the Midwest with steady growth and raving fans. Our 2009 lineup features: Masters of the Fiddle: **Natalie MacMaster & Donnell Leahy, Solas, Slide, Old Blind Dogs, The Makem and Spain Brothers, Seamus Kennedy, Captain Mackey's Goatskin and Stringband, Laurence Nugent and Danny Burns, Evans & Doherty, Blackthorn, Kennedy's Kitchen, Switchback, Fonn Mor, Craic Wisely and the Conklin Ceili Band.** For Festival updates visit our website www.michiganirish.org.

Our attendance in 2008 was 10,000. Some attendees were surveyed; we thought you'd want to know:

- 39.8% spent \$10-\$49 at the festival
- 24% described their household income as \$41,000-\$60,000
- Purchases & estimated amount spent was on Food 87.8%, Drink 81.3%, Merchandise 48.5%
- 57.6% attended the Festival on Saturday
- 57.3% learned about the Festival from a friend or co-worker, while 26.5% read a newspaper ad

IF YOU SELL IRISH MERCHANDISE, Complete an application and return it with an image of your booth and images of the product you will sell at our festival. Non-Irish culture vendors need not apply. If your merchandise represents the Irish culture, does not duplicate a returning or confirmed vendor you will hear from our Vendor Committee Chair, or feel free to contact them directly. Contact info on next page.

The Big News is Market Vendors will be **under a 40 x 120 foot Tent** on the grass, located between the Irish Pub Stage and the new Main Entertainment Stage, also under a tent.

1. Need a **short description of your product** that distinguishes you from other vendors, for the program and website. Imagine you're paying for each word and make each word count. 6-14 word maximum.
2. Need **your website so we can provide a link from your website to ours.**
3. Market vendors need to **stay open Sunday until the last act has completed their performance on the main stage, an act will follow them on the pub tent stage.** You cannot bring vehicles in until customers have left and the Site Chairperson gives the O.K. & opens the gate.
4. **Friday Gates open with FREE ADMISSION from 5:00-6:00 p.m.** Vendors need to be ready and set up to serve this large group of customers.
5. **NEW! A limited number of tables at the Feis Sat** only at Muskegon Catholic Central Campus. You must be able to staff 2 locations on Saturday.
6. **Looking for vendors to feature in a newspaper article.** If you're willing to be interviewed by the Muskegon Chronicle indicate it on your form.
7. Blarney Bucks will be sold in increments of \$1.00, for purchasing food and beverages.
8. We're unable to offer the Pot of Gold Coupon book. We don't have complimentary printing in 2009.

What we are doing for you, our Vendor:

1. **Hotel Discounted Vendor Rates** at the **Harbor Holiday Inn is \$89.99** 1-800-846-5253 or 231-722-0100 ask for Nakita McBride and give the code of IMF when making your reservation. The **Shoreline Inn and Suites is \$69.00** call 1-866-727-8483 and give the code IMF2009 when making your reservation. Both are downtown and should have complimentary shuttle service to the Festival. The Holiday Inn will have live Irish music in their lounge Friday and Saturday night after the festival.



2. **Free Admission** to all guests Friday from 5-6pm.
3. The Festival will **promote** the music and the food through 15,000 rack cards that offer a \$2 admission discount, distribute 2,000 posters in West Michigan retail locations, place ads in 8 major Michigan markets, network television, local radio, and use outdoor billboards, website and email. The Festival will provide registered dancers in the Feis competition free tickets and discount ticket to the families. The Feis has been moved to Muskegon Catholic Central this year.
4. The Festival will provide a tent with overhead lighting and sides, **electricity, 2 onsite parking spaces, and overnight security**. You may rent tables for \$10 for the weekend.
5. The Festival will **promote Vendors to our guests in advance, via a link to your website** if you choose. Our website is www.michiganirish.org.
6. **Market Vendor Set up Friday Sept 18, 2009 10:00a.m. -3:00 p.m.**, since all market vendors will be in a tent and we are experiencing this for the first time, please arrive early while we work out the new challenges.
7. We remain committed to the environment and **require you recycle corrugated cardboard** by flattening empty card board boxes and placing them in an area in your space or the tent for the Green Team to pick up and recycle. We recycle plastic water bottles and encourage you to purchase and use our MIMF pint sized refillable plastic glass.
8. **Welcome Center** near the Main Gate with convenient bag check so customers could purchase from market vendors and not carry packages with them throughout the rest of the festival. You don't need to hold purchases for customers and wait for them to return. On-Site ATM near the Welcome Center.

Make checks or money orders payable to: Michigan Irish Music Festival.
First time vendors submit an image of your booth and your products.

Return your application, booth and product line images and fee if necessary to:
MIMF IRISH Market Vendor Committee
Diane Smith
2340 Glade Street
Muskegon, MI 49444

If you have any questions, please contact Diane on her cell 231-730-5263 or email dianess@hughes.net

As an Irish Market Vendor you're an integral piece of our mission "to produce quality events that promote appreciation of Irish culture and heritage while boosting tourism, education and philanthropy in the Muskegon area." Thank you for participating with us.

Sincerely,

Diane Szewczyk-Smith
Food Vendor Chairperson
Days – 231-777-0698
Cell – 231-730-5263
Fax: – 231-777-4416

P.S. I am looking for a Chairperson for the Market Vendor Committee. If you know of someone who is not a market vendor for this event who would be interested please pass their name and contact info on to me. Thank you.



Postmark Date _____ Check Amount _____
Check # _____

IRISH MARKET VENDOR APPLICATION

SEPTEMBER 18, 19 & 20, 2009, HERITAGE LANDING, DOWNTOWN
MUSKEGON WWW.MICHIGANIRISH.ORG

Business Name/DBA _____
Contact Person(s) _____
Address _____ City _____ State _____ Zip _____
Daytime Phone Number _____ Fax Number _____
Cell Phone _____ Email Address _____
Website address _____

May we link your website to the festival website? Yes No

1. Space Size with Fee: space is inside tent with 110 electricity.

I request a 10 foot x 10 foot space (\$450) 10 foot x 20 foot space (\$800)

2. Which side(s) do you sell from? Front Back 1 side Both sides

Indicate other space/preference needs: Space request will be considered but not guaranteed.

3. List 3 most popular products and/or lines you will be selling include price or price range.

Item/Description	Price or Price Range
1. _____	_____
2. _____	_____
3. _____	_____

4. Product Description for program and website 6-14 word maximum _____

5. Sales Tax License: License # _____ State _____

6. Tables: 8' x 30" tables \$10 each/weekend. # _____ Tables @ \$10 = \$ _____

7. Daily Passes: 3 Day Vendor Laminates requested # _____ Daily Passes requested # _____
For daily passes fill out the Food Vendor Workers and Volunteer by Day Form.

8. PLEASE LIST THE LAST 2 EVENTS YOU HAVE PARTICIPATED IN:

EVENT NAME	CITY AND STATE	DATE (MM/YY)
1. _____	_____	_____
2. _____	_____	_____

9. I am willing to be **interviewed** by the media? Yes No

10. I am interested in a **table at the Feis** Yes No

11. I will donate an item to the St Pat's Party and will bring it to the Fest. Yes No

Vendor Signature _____ Date _____ 2009
Amount Enclosed \$ _____



SEPTEMBER 17, 18 & 19, 2009
VENDOR RULES and RELEASE AND HOLD HARMLESS FORM

Signature required twice, complete page, **yellow highlights** & return with application.

RULES AGREEMENT

I read and agree to abide by the Vendor Rules of the Michigan Irish Music Festival that have been provided. I have been provided with the following set of rules:

Check the box that applies:

Irish Market Vendor Rules	<input type="checkbox"/>
Food Vendor Rules	<input type="checkbox"/>

Signature: _____ **Date:** _____, 2009

RELEASE AND HOLD HARMLESS FORM

In consideration of the right to participate in the Michigan Irish Music Festival-Muskegon 2009, I agree to indemnify and hold harmless the Michigan Irish Music Festival and their directors and trustees, officers, employees, agents, sponsors, production company, and volunteers involved in the Michigan Irish Music Festival from any and all liability, suits or claims for personal injury or property, and any other losses or complaints occurring, during, or as a result of my actions or inactions in the Michigan Irish Music Festival. This agreement shall include, but not be limited to, holding all of the aforementioned parties harmless from all judgments and/or costs incurred in relation to any claims, disputes and suits, in addition to any attorney fees.

Signature: _____ **Date:** _____, 2009

Printed Name: _____

Business Name/DBA: _____

