

~ BECOMING A MERCHANT AT THE BRISTOL RENAISSANCE FAIRE ~

The Bristol Renaissance Faire is a well-established Elizabethan-era Faire with some fantasy aspects. Merchants with handmade crafts, period games, clothing, and more are welcome to apply.

The event is themed in Elizabethan England, you must be ready and willing to portray a merchant of the 1500s in dress, character and speech. (We will help you with that, but need your willingness to learn.)

All products to be sold at the Bristol Renaissance Faire must be approved by the Marketplace Office. Products are juried through the Marketplace office, and inquiries should be addressed to the attention of this office via email to SMJ1218@aol.com.

The artist selling the products must design, produce and finish the products or the production and finishing must be under the clearly evident direct control of the artist. We accept applications year round on an "until filled" basis. Applications received after the marketplace has been filled for the season will be placed on a waiting list if so requested by the artist.

Materials that are acceptable in the Bristol Renaissance Faire Marketplace include, but are not limited to, clay, fiber, glass, leather, metals, stone, wood, paper, flowers, herbals, ink, oils, paints, and waxes. Subject matter sometimes may create instances wherein resins, hydrostone, fimo, sculpty or other durable synthetic materials will be accepted. Findings may be used appropriately.

Personal services such as caricatures, face painting, palm reading, tarot readings, hair braiding, henna tattoo and on-the-spot portraits also fall under the administration of the Marketplace Office.

Food and games are not part of the Marketplace – for those please contact the faire office.

Products that are usually unacceptable in the Bristol Renaissance Faire Marketplace include imports, mass-produced or wholesale buy/sell items, any products made from kits, ceramic items made from commercially available molds, or kit products assembled by the artist and for sale to the customer. Occasionally, exceptions may be made, depending upon the nature of the product.

On exhibit and for sale on any given day our patrons will find products representative of the era, including clothing, footwear, leather goods, tableware, pottery, jewelry, household items, musical instruments, candles, fountains, sculpture, wall hangings, incense, perfumes, paintings, dried floral items, living plants, swords and functional armor. New and creative products or treatments of traditional materials are welcomed.

Direct your inquiries and questions to: **Shawn Henry, Marketplace Director**
Bristol Renaissance Faire
12550 120th Avenue
Kenosha, WI 53142-7337
Phone: (847) 395-7773
E-mail: SMJ1218@aol.com



BRISTOL
RENAISSANCE
FAIRE®
Where Fantasy Rules!

Re: Guest Artisan Program
Bristol Renaissance Faire Marketplace

Thank you for your interest in joining the Bristol Renaissance Faire Marketplace. I've enclosed a Guest Artisan application and information pack for the 2017 season. Please fill out the application and return it to me along with an informal letter describing your product line, the deadline is February 15, 2017 and you will be notified of acceptance by May 15, 2017. We accept new artisans and merchants each year until each marketplace category is full.

By way of a brief overview, Bristol Guest Artisans pay a flat fee according to how many weeks they will be selling at the Faire. 1–3 weeks is \$500., 4–6 weeks is \$1000. And 7–9 weekends is \$1500. We have Guest Artisans tents but, you must provide your own period appropriate displays and clothing.

All retail merchants are required to have a Wisconsin Seller's permit *applied for* before opening day, and a copy of their application or their permit must be on file in the Marketplace Office. All merchants must carry 1 million insurance policy with Bristol Renaissance Faire listed as additionally insured.

All merchants and their employees must abide by the Rules and Regulations of the Faire, which include appropriate period clothing, period displays and a good attempt at period dialect for Artisan and all employees of the Artisan.

A costume guide is on our website: <http://renfair.com/bristol/join/costuming.asp> modern clothing is not acceptable.

The 2017 season of the Bristol Renaissance Faire begins on Saturday, July 8th, and runs every weekend through Labor Day, Monday, September 4th, rain or shine from 10:00 am – 7:00 pm. (You may have to stay open as late at 7:45 PM.)

Thanks again for your interest in Bristol. I look forward to receiving your application.

Very truly yours,

Shawn Henry
Marketplace Director

2017 Bristol Renaissance Faire Application

GUEST ARTIST

DEADLINE: February 15, 2017

**Show Dates: Saturdays and Sundays July 8 - September 3 & Labor Day Monday Sept 4, 2017
(9 Weekends – 10a to 7:30p)**

*Applications are accepted until the Marketplace is full. Application must be submitted with photographs, examples, and/or supplemental materials that you feel will further assist us in thoroughly reviewing your products and/or services. **Note: Photos and or samples of each item you wish to sell is required.***

Business Owner's Name:				Date:			
Business Name							
Street Address							
City					State		Zip
Phone Home				Bus.			Cell
WI Seller's Permit No.						(as listed on seller's permit)	
Business Address (If Different)							
City					State		Zip
Email Address				Website			

<i>Fee amounts</i>
2017 Fees for Guest Artists: 1 to 3 weekends is \$500. ~ 4 to 6 weekends is \$1000. ~ 7 to 9 weekends is \$1500. (7-9 weekends also has a \$1000. tent rental fee.)
Onsite Living fees: We have limited onsite living and it is best if you find accommodations elsewhere. We do have an agreement with Candlewood Suites for reduced fees and they accept pets. THIS IS A NO PET SHOW. See our website for further options: www.renfaire.com/Bristol Or send me an email with specific questions: SMJ1218@aol.com

Please circle the dates you wish to attend			
Week 1 (July 8/9)	Week 2 (July 15/16)	Week 3 (July 22/23)	Week 4 (July 29/30)
Week 5 (August 5/6)	Week 6 (Aug 12/13)	Week 7 (Aug 19/20)	Week 8 (Aug 26/27)
Week 9 (September 2-4) This includes Labor Day Monday – no exceptions.			

Show Information: (List shows/outlets where you have marketed your products and/or services.)

Name and location of show/outlet	Year started	Until

BRISTOL RENAISSANCE FAIRE CUSTOMER SERVICE STATEMENT

**BECAUSE THE GUEST IS THE CENTER OF THE BRISTOL RENAISSANCE FAIRE,
THE GUEST IS THE REASON *YOU* ARE HERE.**

The ultimate goal of good customer service is maintaining and increasing business, be it for the ride you are working on, the food or beverage stand you are working in, or the merchant shop whose goods you are selling. Customer service applies to each of the *hundreds* of interactions you have with our guests each day of the Faire season.

The challenge facing every participant of the Bristol Renaissance Faire is to get the customer to love your products, services and people. How can we all achieve this and keep our guests coming back for more?

Good customer service is about standards.

1. Deliver your product or service reliably.
2. Meet your guests' expectations.
3. Take care of problems as they arise.

Our guests are already charmed by our village. Let's keep them that way.

1. Offer service with a smile, every day, every way.
2. Run a pleasant and clean operation: counters clean and dry, display areas attractively displayed and dusted. Are your flowers tended, is your shop well stocked?
3. Stay consistent with and committed to the theme of the Faire. Wearing the appropriate costume and speaking the appropriate language maintains half the illusion. Good-natured friendliness and helpfulness takes care of the rest. Keep your cell phone/ipad hidden when not in use.

Work to provide a good memorable experience, not a bad one.

Memorable experiences in a park such as ours begin with the parking attendant, go on to the box office, to the grounds, to the participant selling a soda, to visiting the privies, and we have not even addressed the entertainment or shopping. We have just been presented with half a dozen opportunities to make our guests happy, *if* we have delivered what they expected. We also have had just as many opportunities to ***disappoint*** our guests, creating a memorable experience, but certainly not the one we want them to have.

Five easy ways every Bristol Renaissance Faire participant can provide great customer service and help create a memorable experience for the guests.

1. A Bristol guest asks you for directions. Don't just point; instead, have a map handy and point out the way on the map. If you can, escort the guest a bit of the way toward where they want to go.
2. Ask guests what they have seen today. Suggest a show or a favorite food to try.
3. Be willing to engage with playful guests.
4. Compliment costumed guests; you'll make their day!
5. Ask a guest, "How can I make this the best day you have ever had at the Faire?" You'll be surprised at the answers.

You can get maps and programs at the Guest Services Gazebo on Show mornings or at the front gate.

Remember: You and your customer service skills are all that differentiate us from every other summertime entertainment attraction competing for our guests and their dollars.