

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 brfmarketplace@renfair.com.

The artist selling the products must design, produce, and finish the products or the production and finishing must be clearly evident that it is under the 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, Hydro-Stone, Fimo, Sculpey, or other durable synthetic materials will be accepted. Findings may be used appropriately.

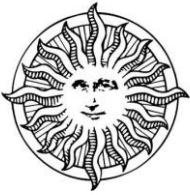
Personal services such as caricatures, face painting, palm reading, tarot readings, hair braiding, henna tattoo, and on-the-spot portraits also fall under the administration of the Marketplace Office.

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 always welcomed.

Direct your inquiries and questions to: Marketplace Team
c/o Bristol Renaissance Faire
12550 120th Avenue
Kenosha, WI 53142-7337
Phone: (847) 395-7773
E-mail: brfmarketplace@renfair.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. Enclosed is a Guest Artisan application and information pack for the 2019 season. Please fill out the application and return it to the faire along with a formal letter describing your product line. **The deadline is April 1, 2019 and you will be notified of acceptance by May 13, 2019.** We accept new artisans and merchants each year until each marketplace category is full.

It is our preference that all applications be submitted via e-mail, as this is how we communicate throughout our marketplace. Please add our e-mail address, brfmarketplace@renfair.com to your e-mail's whitelist so you may receive all of our communications during the marketplace selection and scheduling process.

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 \$1,500. We have Guest Artisans tents, but you must provide your own period appropriate displays and clothing. Artists guesting with us for a full season (7-9 weeks) also pay an additional \$1,000 fee for tent rental, which can be waived if you provide your own period-appropriate tent.

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 a \$1 million insurance policy with the Bristol Renaissance Faire listed as an 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 2019 season of the Bristol Renaissance Faire begins on Saturday, July 6th, and runs every weekend through Labor Day, Monday, September 2nd, rain or shine from 10:00 am – 7:00 pm. (It is worth noting that you may have to stay open as late as 7:45 PM.)

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

Very truly yours,

Marketplace Team

Bristol Renaissance Faire

brfmarketplace@renfair.com

2019 Bristol Renaissance Faire Application

GUEST ARTIST

Show Dates: Saturdays and Sundays July 6 – September 2 (Labor Day Monday), 2019
(9 Weekends – open 10am to 7:00pm)

DEADLINE: April 1, 2019. Notifications will be posted on or before May 13, 2019.

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 are required to receive consideration for the 2019 faire season.

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

2019 Fees for Guest Artists:	Onsite Living fees:
1 to 3 weekends is \$500. 4 to 6 weekends is \$1,000. 7 to 9 weekends is \$1,500. <i>(7-9 weekends also has a \$1,000 tent rental fee.)</i>	We have limited onsite living and it is best if you find accommodations elsewhere. We do have an agreement with nearby 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 us an email with specific questions: brfmarketplace@renfaire.com

Please circle the dates you wish to attend:			
Week 1 (July 7/8)	Week 2 (July 14/15)	Week 3 (July 21/22)	Week 4 (July 28/29)
Week 5 (August 4/5)	Week 6 (Aug 11/12)	Week 7 (Aug 18/19)	Week 8 (Aug 25/26)
Week 9 (September 1-3) 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

Product information: List your products and/or services – include a labeled photo or sample of each. Photos can be included as either a link to a cloud space, like Google Drive or Dropbox, or included as photos in a separate word document.

Please do not just attach photos to your e-mail – we have no idea of knowing what is what. If you send samples, please be aware those may not be returned to you until June 2019.

Name and detailed description of EACH product:	Type of Materials used in product:	% of the product that is created by you:	Price range:

**Please list any additional items on a separate sheet of paper.*

Number of years making the above products/services: _____

How do you plan to display your wares? Please attach photos with labels, as well as include a description below on how you plan to display your product, including dimensions, if available.

Please add any additional information that you feel represents your enterprise and what you have to offer:

How did you hear about the Bristol Renaissance Faire?:

If the marketplace is full, do you wish to be put on our waiting list: ___Yes or ___No

BRISTOL RENAISSANCE FAIRE CUSTOMER SERVICE STATEMENT

At the Bristol Renaissance Faire, we believe that the Guest should be the center around which all departments revolve. The guests are the reason we're all here – so let's make them feel welcome and cared for at every level! The ultimate goal of good customer service is to maintain and increase 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 will have with our guests each and every day of the Faire season.

The challenge facing every participant of the Bristol Renaissance Faire is this: how do you get the customer to love your products, services, or people? How can we all achieve this and keep our guests coming back for more? The answer, no matter what department is the same: by putting our guests first.

Good customer service is about standards.

- Deliver your product or service reliably. People want to know they can depend on you and your product.
- Meet (and when possible – exceed) your guests' expectations.
- Take care of problems as they arise, handling things calmly and with kindness.
- Offer service with a smile. Smiles are infectious, and happy people make for happy customers.
- 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?
- 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/anachronisms hidden when not in use. Try and find clever ways to hide the necessary ones. Maintain the magic!

Work to provide a good, memorable experience, not a negative 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 purchase of a soda, to visiting the privies – and we have not even addressed the entertainment or shopping. In this scenario, we have just been presented with half a dozen opportunities to make our guests happy, ***provided*** we have delivered what they expected. Contrary-wise, we also have had just as many opportunities to ***disappoint*** our guests, creating another kind of memorable experience – but certainly not the kind we want them to have. Customer service is everyone's top priority at the Bristol Renaissance Faire, and because of it we've been voted the #1 show in our market for several years running!

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

- A Bristol guest asks you for directions. Don't just point; instead, have a program handy (they're free and readily available in the office during the week and at the front gate before open every morning) 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.
- Ask guests what they have seen today. Suggest a show or a favorite food to try.
- Be willing to engage with playful guests.
- Compliment costumed guests; you'll make their day!
- 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.

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. You are what make the difference, and everyone shares in the success!

MEN'S COSTUME GUIDELINE CHECKLIST

This is a brief checklist to make sure you have your entire costume on. Please see the detailed Costume Guidelines for a more elaborate description. It is available in the Faire office or Guest Services Gazebo.

Your costume should include at least the following period-style items:

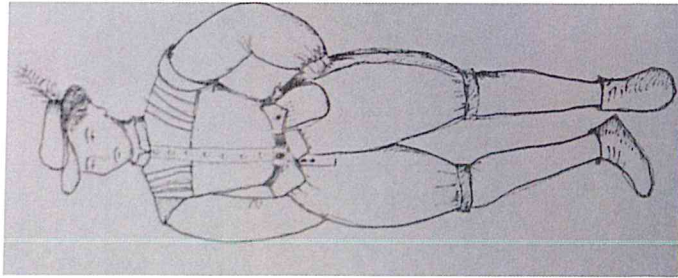
- Long sleeved shirt
- Jerkin/Doublet
- Knee Length or Long Pants
- Tights or knee-length socks (stockings)
- Hat
- Close-toes shoes

The owner/manager of your shop must approve your costume.

Use items and details of costuming to make the look uniquely yours.

The following items are NOT allowed.

- ◇ No Tights worn without pants (no tights with a codpiece)
- ◇ No modern shirt under a Jerkin/Doublet
- ◇ No Sneakers or open toed shoes
- ◇ The color Purple – reserved for the Queen
- ◇ No Tie-dye, neon, camouflage or other non-period patterns or colors
- ◇ No printed fabric, denim, lame, nylon or other completely non-period fabrics
- ◇ No Modern or non-period clothing
- ◇ No Hair colored in non-natural hair color
- ◇ No Highly stylized or fantasy make-up
- ◇ No nail polish
- ◇ No uncovered tattoos/piercings (you may wear period-appropriate earrings)
- ◇ No watches, sunglasses, phones or other modern items should be in plain site (Keep them in your pouch.)



WOMEN'S COSTUME GUIDELINE CHECKLIST

This is a brief checklist to make sure you have your entire costume on. Please see the detailed Costume Guidelines for a more elaborate description. It is available in the Faire office or Guest Services Gazebo.

Your costume should include at least the following period-style items:

- Long sleeved chemise
- Bodice with shoulder straps with the top above the bustline
- Two skirts (Underskirt and overskirt)
- Tights or knee-length socks (stockings)
- Hat
- Close-toes shoes

The owner/manager of your shop must approve your costume.

Use items and details of costuming to make the look uniquely yours.

The following items are NOT allowed.

- ◇ No Undercut bodice, waist cinchers or bodices cut too low or too tight.
- ◇ No Strapless bodices (bodices without shoulder straps are considered corsets, which is underclothing)
- ◇ Tank tops/camisoles or other modern shirts worn under a bodice
- ◇ Bodices without a chemise
- ◇ Sneakers or open toed shoes
- ◇ The color Purple – reserved for the Queen
- ◇ No Tie-dye, neon, camouflage or other non-period patterns or colors
- ◇ No printed fabric, denim, lame, nylon or other completely non-period fabrics
- ◇ No Modern or non-period clothing
- ◇ No Hair colored in non-natural hair color
- ◇ No Highly stylized or fantasy make-up
- ◇ No nail polish
- ◇ Uncovered tattoos/piercings (you may wear period-appropriate earrings)
- ◇ No watches, sunglasses, phones or other modern items should be in plain site (Keep them in your pouch.)

