

# Renfaire After Dark 2019

## ***New Date! New Date! New Date!***

Festival Park at Sleepy Hollow Sports Park  
4051 Dean Avenue, Des Moines, IA 50317

**DATES:**  
July 19-20, 2019

**NEW HOURS**  
FRIDAY: 5PM - MIDNIGHT / SATURDAY: 11AM - MIDNIGHT

### *Let's get a little wild and crazy!*

It's a not-so-secret secret that the best part of any Renaissance Faire is the fun to be had after hours. Patrons linger at the gates, not wanting to leave a magical world filled with laughter and camaraderie. Well, now here's a chance for everyone to be a part of that after-hours thrill!

*"Renfaire After Dark"* is an opportunity for merchants, entertainers, and patrons to enjoy the best of the lively, the ribald, and the risqué! This event is for ages 21 and up and will be strictly enforced—**absolutely no minors allowed** anywhere during the event. The entertainment will be bawdy, libations will flow, and libidos may be enticed!

Of course, with adult patrons enjoying themselves, many of them will want to spend money. If your product line caters to adult fashions such as clothing, jewelry, leather, costumes, and more, this is an ideal event for you. (If you sell toys for children, maybe not so much. But you're still welcome to attend the faire!) This is your opportunity to target your product line—or perhaps even unveil an all-new one—so fill out the application form right away.

*"Renfaire After Dark"* isn't your usual festival, and it will run just a bit differently than others you've attended. Here are some details:

- 1) The Gate opens at 5pm on Friday, July 19, for patrons. Merchant shops are open from 5pm until as late as midnight.
- 2) Merchants may continue to keep their shops open as long as they wish, but at least until 10pm on Friday and from 11am until at least 9pm on Saturday. This will be especially welcomed by faire-goers who want to impulse purchase or perhaps put together a last-minute costume for some of the later festivities.
- 3) A variety of activities (see below) will keep everybody hopping during the "after dark" hours.
- 4) There are no hours on Sunday this year.

The best part of all this? If you were a merchant with us at the *"13th Annual Renaissance Faire at Sleepy Hollow,"* your vendor fee is waived! It's \$0 to vend at this event! If you weren't a merchant with us last fall, you will be charged our standard vendor fee.

## Activities for All!

Keep in mind that anyone under 21 is NOT allowed at this event—not in your shop, nor in your campsite if you stay on-site for the event. This is an “adult” party, with entertainment NOT suitable for children.

We’re still finalizing some last-minute details, but here’s a rundown of some of the activities we have in mind for patrons, entertainers, and merchants alike:

### Friday Evening:

5pm grounds and vendors open

8 - 10 pm Pre Party

10 - 11pm Fire Show

10:30pm - 2:00am Kinky Carnival Theme Leather and Lace (main building Sleepy Hollow)

### Saturday:

11am Fairgrounds open

11:00 Pools open for foam party and pool games

4pm - 5pm Beach Bash (Pirates Cove) + Vines, Stines, and Stills Tastings

5pm - 9pm Pub Crawl

10pm - 12pm Contest Finals, Saddle Girls + more

12am - 2am Post Party Naughty Neon (main building Sleepy Hollow)

As you can tell, if you sell wares tailored to this crowd, you’re likely to make some great sales—and have a terrific time in the bargain. Faire-goers are going to want to get that last-minute extra bling to finish off their costume for the night, and those new to a festival may just want an entire costume!

## The Bottom Line

To create a memorable but safe “RAD” experience, remember the following:

- **NO ONE UNDER 21 ALLOWED ON-SITE. Period.**
- Two adults per merchant application will be allowed in for free. If you need more adult helpers (up to two), they must pay half-price admission. Any more helpers in your shop must pay full-price admission.
- Expect some inebriation in patrons, but call on security if anyone gets out of hand or if you need help with unruly customers. There will be guards throughout the park to keep everyone safe.
- LOCK UP your money box and any valuable wares!
- Staying at the event is strongly encouraged and is **free**, whether you are in a tent or bring an RV. There will be electrical hookups for those who need it for a modest fee.
- Make a banner for your shop.
- Decorate your space.
- Keep your dog under control and clean up after him. *Note:* All dogs must have a current rabies

tag.

- Smoking is strictly forbidden inside booths and in any public space accessible or visible by patrons (other than the hookah area).

## TWO IMPORTANT NOTES

As always, **every** merchant at this event and **all** future events at Sleepy Hollow (including the “14th Annual Renaissance Faire at Sleepy Hollow” in September) **must** have the following:

### 1) Iowa Sales Tax ID Number.

Go to: <https://tax.iowa.gov/iowa-sales-and-use-tax-guide>

It’s free and doesn’t take long and is good for any event you sell at in Iowa.

If you sell weapons or anything of a similar nature or have an activity involving weapons or the possibility of a patron getting hurt, we **require** you to have your own liability insurance. And in this day and age of litigation, we also **strongly** encourage **every** vendor to have liability insurance, just to be on the safe side.

### 2) Liability Insurance.

Contact your car, home, or rental insurance agent for leads and quotes; you may get a discounted rate. Otherwise, Sleepy Hollow can recommend Mark DuBay of Professional Solutions Insurance Services, at 515.710.4355 or 515.313.4502.

## DEADLINE

We’ll accept your application up until April 1, 2019, but the sooner you get it in the better. We anticipate more vendors applying and space is limited.

Merchant Coordinator  
Ren Faire After Dark  
4051 Dean Avenue  
Des Moines, IA 50317

Mary Flatt  
515.321-4053  
mary@sleepyhollowsportspark.com

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4051 Dean Avenue, Des Moines, IA 50317

**DATES:**

July 19-20, 2019

**HOURS:**

FRIDAY 5PM - MIDNIGHT

SATURDAY 11AM - MIDNIGHT

I/we \_\_\_\_\_, representing  
\_\_\_\_\_ (name of shop), request acceptance into the "Ren Faire After Dark" event at Sleepy Hollow. I agree to the following:

- Have no one under 21 at this event, whether in my employ, as a family member, or as a friend.
- Dress in Viking / Medieval / Renaissance / Roman / Other attire (roughly the 8th-18th century) and design my space accordingly. Kink or Alternative Lifestyle attire and decor are also acceptable for this event.
- Not smoke or use cell phones inside my shop during festival hours. (Exception being to use cell phone for running credit-card purchases.)
- Have my space cleaned and fully up and running by opening (5PM) and not close before 10:00PM. I understand I may keep my shop open for additional hours as noted below.
- Please Note, if you do not wish to vend on Friday, you may set up Saturday morning.
- Have my vehicle off of festival grounds by 4:30 FRIDAY and or 10:30 on SATURDAY and not return with it before Sunday morning.

I will vend the following hours:

5PM to 11:00PM FRIDAY EVENING

11:00AM to 9:00PM SATURDAY (REQUIRED)

9:00PM to midnight SATURDAY (Midnight Madness hours)

Please check the space in which you want to vend:

I want the same building I had last year.

I want a large corner booth in a building (if available)

I want a medium booth in a building (if available)

I have my own period tent (dimensions: \_\_\_\_\_)

I have a cart or street stand

Space	New Vendor Fee Due April 1, 2019	Returning Merchant*
Cart or street stand	\$30	\$0
Your tent	\$50	\$0
Medium booth	\$80	\$0
Large corner booth	\$100	\$0

\*That's right! If you were a merchant at the 2018 Renaissance Faire at Sleepy Hollow, you vend for FREE! It's our way of saying thank you for your support and helping us grow our Faire Community! (Please Note: because of the low fees you are responsible for cleaning out your building. It will not be done by Sleepy Hollow ahead of time.)

Please check the following:

- I am a returning merchant
- I am a new merchant and paying the following fee: \_\_\_\_\_
- I will be primitive camping on site (no charge)
- I will rent a camp site with electrical hook ups \$10.00 per night x \_\_\_\_\_ nights.

**Name(s)** \_\_\_\_\_

**Business Name(s)** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**Website** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Dated:** \_\_\_\_\_

Note: If you sign up to vend and don't show up you will no longer be a merchant in good standing.

I have an Iowa Sales Tax ID number: \_\_\_\_\_

I have liability insurance from \_\_\_\_\_ in the amount of \_\_\_\_\_

**NOTE: YOU MUST HAVE AN IOWA SALES TAX ID NUMBER TO VEND AT THIS EVENT. LIABILITY INSURANCE IS ALSO STRONGLY ENCOURAGED.**

**Deadline for applying is April 1, 2019.**

Please fill out your merchant application form (and make out a check, if you are a new vendor) and mail to the following:

**Sleepy Hollow Sports Park**  
4051 Dean Avenue, Des Moines, IA 50317

Payment may be made by Visa, MasterCard, or Discover (additional 3% processing fee applies).  
Call 515.262.4100 and ask for Mary Flatt.

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To be filled out by Sleepy Hollow

	<b>AMOUNT</b>	<b>DATE</b>	<b>Check/CC/Cash</b>
Fee Paid	_____	_____	_____/_____/_____

Booth Assigned \_\_\_\_\_

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