

# *7<sup>th</sup> Annual St. Benedict Oktoberfest*

## *3<sup>rd</sup> Annual Christkindlmarkt*

**We invite you to apply to be a Christkindlmarkt vendor at our 7<sup>th</sup> Annual St. Benedict Oktoberfest. Oktoberfest draws over 20,000 people to the St. Benedict Festplatz in Richmond's historic Museum District. It will be held, rain or shine, on Friday, September 16 (5pm to 10pm), Saturday, September 17 (11am to 10 pm) and Sunday, September 18 (12noon to 6pm). With authentic German food and beer, music, dancing, entertainment and children's activities, there is something at Oktoberfest to please anyone. With all these attractions, our Oktoberfest has continued to grow. Last year, it expanded to a 3 day festival and we doubled the size of the Festplatz with the closure of the 300 block of Belmont Avenue. This increase, along with an all out marketing campaign, allowed us to more than double our revenues.**

**In 2010, for the second year running, we included an early version of a Christkindlmarkt, the traditional Christmas markets held throughout Germany and Austria in the Advent season. We tripled the size of the Christkindlmarkt last year and almost all vendors enjoyed great sales. This year we will grow Christkindlmarkt yet again, however, it will be limited to a total of 26 vendors to make sure every stall gets maximum exposure. Merchandise offered at the Christkindlmarkt should reflect the products traditionally sold at these markets and can include Christmas decorations and gifts, religious goods, toys, wooden items and handmade crafts. We love vendors who join in the spirit of the Christkindlmarkt by decorating their booths in the holiday spirit and we offer a prize for the best decorated booth and vendor. So dig out your dirndls and leiderhosen!**

**The Christkindlmarkt is prominently situated on the Festplatz next to the food lines and main stage. ATM machines are conveniently located. Marketing and advertising will include publicity about Christkindlmarkt and your company and products will be displayed on the Oktoberfest web site. While the hours at this venue can be long on Saturday and vendors may close their booths at 8pm on Friday and Saturday evenings, many vendors enjoyed terrific sales between 7 and 9pm in the evening. While Dad was sampling the German imports in the Biergarten, Mom was shopping! This may be your best show of the year!**

**We plan to keep the fee at a low \$100 per space, but should your sales be as successful as we think they will be, we encourage an additional gift. All proceeds from Oktoberfest are used for scholarships for students wishing to attend Catholic schools in the Museum District. Please return the enclosed application with the booth rental fee of \$100 per space Vendors are accepted solely at the discretion of the Oktoberfest Committee, but preference is given to early applicants,**

*parishioners and those selling traditional Christkindlmarkt products such as Christmas decorations and gifts, religious goods, toys, wooden items and handmade crafts. Should the committee not accept your application; the fee will be refunded.*

# *St. Benedict Oktoberfest*

## 2011 VENDOR APPLICATION

Business Name \_\_\_\_\_

Contact Name and Phone # \_\_\_\_\_

Street/P.O. Box Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Company website address \_\_\_\_\_

Please describe what you will be selling, include every item \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please note that you must provide your own tent, table, chairs and any other item that may be required. While lighting is provided in the Christkindlmarkt area, you must provide lighting for your booth. Electricity will be provided for lighting only. Each space will measure approximately 10' X 10'. If you require additional space, it is available for an additional \$100.00 per space. Please indicate the amount of space you require:**

Single (\$100)\_\_\_ Double (\$200) \_\_\_

**Please submit your Vendor Application and check for the amount of space you require with executed Vendor Agreement, Release & Acknowledgement to:**

**St. Benedict Catholic Church  
Attn. Oktoberfest Committee  
206 N. Belmont Avenue  
Richmond, VA 23221**

<http://www.stbenedictoktoberfest.com>

Direct inquiries to [toomeyland@aol.com](mailto:toomeyland@aol.com)

or call Katie Toomey, Vendor Coordinator at (804) 218-1071

*Vendors subject to terms and conditions set forth by the St. Benedict Oktoberfest Committee.*

**2011 ST. BENEDICT OKTOBERFEST  
VENDOR AGREEMENT, RELEASE & ACKNOWLEDGEMENT**

I ("Applicant") hereby make application to become a vendor in the 2011 St. Benedict Oktoberfest ("Oktoberfest"). I agree to abide by the rules and regulations set forth herein and such other rules as may be established or amended by the St. Benedict Oktoberfest Committee ("Committee").

I agree to provide a specified list of all items I plan to sell at Oktoberfest, and I acknowledge that I may not be permitted to sell each of the items I submit. I will sell only those items or conduct those activities that have been specifically approved in writing by the Committee, however I recognize that authorization to sell specific items or conduct certain activities can be withdrawn at any time by the Committee.

I hereby release, forever discharge and hold harmless the Committee, St. Benedict Catholic Church, The Catholic Diocese of Richmond, Benedictine High School, and the Benedictine Society of Virginia (collectively referred to as "Releasees") from any responsibility or liability for loss, claims, damages, theft, injury, or accident related to activities conducted in preparation for, during and immediately following Oktoberfest. I assume full and complete responsibility and will hold harmless Releasees, their officers, members, directors, servants, agents, employees, or volunteers from any loss, lost profits, damage or injury to my person or my property, or my agents, customers, or invitees.

If accepted as a vendor, I further agree that I shall maintain my designated area and merchandise, and agree to conduct all activities and business practices in compliance with all applicable local, state, and federal laws and regulations, including responsibility for collecting and reporting sales tax on all transactions made during Oktoberfest. I understand that violation of or noncompliance with this Release or any rule, regulation, law, ordinance, or decree is my responsibility and may result in immediate expulsion of me and my merchandise from Oktoberfest without a refund of any applicable fees paid.

I agree to be responsible for all booth set-ups and takedowns of merchandise, displays and tents or covers. I understand that lighting will be provided but not electricity. I understand that I cannot place stakes in, or otherwise damage, the street pavement, the sidewalks, and the parking lot surface. I understand that vehicles will only be permitted on the Oktoberfest grounds during select times designated by the Committee for set-up and take down. I will sell the items approved by the Oktoberfest Committee only in the Christkindlmarkt area of

**Oktoberfest. I am responsible for providing any tent table, chairs, shelving or racks for my area. It is further understood that I am responsible for assuring that all items are kept within my booth and that all items inside my booth (including merchandise, tables, shelves, hanging racks, etc.) are protected and secured in the event of weather (i.e. wind, rain, etc.), so as to protect them from damage and to prevent them from blowing into or damaging another vendor's person or booth. In the event that any part of my booth or tent (if applicable) causes damage or injuries to an attendee or another vendor's person or booth due to negligence, I acknowledge that I will be responsible for those damages.**

**I understand that all cancellations must be made in writing, and must be RECEIVED by the Vendor Coordinator no later than August 31, 2011. Should cancellation be received by then, a full refund of the vendor fee will be returned to Applicant. I understand that if my cancellation is not timely received, the fee will not be refunded.**

**I agree to be present for the three days of Oktoberfest: Friday September 16, through Sunday September 18. I agree that if I have not arrived and set up by 5:00 p.m. on Friday September 16, 11:00 am on Saturday, September 17 and 12 noon on Sunday September 18, or if I leave the event prior to 8:00 p.m. on Friday or Saturday or 6:00 p.m. on Sunday, I forfeit my booth and space and all fees. If I intend to be late on any day of the event, I must acknowledge this to the Oktoberfest Vendor Coordinator or I may forfeit my booth space and all fees.**

**I agree to immediately take down my tent and booth and remove all items from my area no later than 8:00 p.m. on Sunday September 18, 2011. After take down, I agree to leave my booth area clear and free of debris and all garbage will be properly disposed in the receptacles provided. Permissions for the use of my and/or my business' names, in addition to photos and/or descriptions of my work or merchandise is hereby granted for this and future St. Benedict Oktoberfests, in both print and online formats, as well as any other media form.**

**Applicant Signature \_\_\_\_\_**

**Applicant's Printed Name \_\_\_\_\_ - \_\_\_\_\_**

**Applicant's Business Name (if applicable) \_\_\_\_\_**

**Date \_\_\_\_\_**