



**While we wait put in Chat where you are from and what items you make and/or sell!**

Vendor Information Call  
1/18/2024



# About Arkansas Renaissance Festival

- Location 275 Adkisson Road Mt Vernon AR 72111
  - Faulkner County Arkansas
  - 30 Minutes from
    - I-40
    - Conway
    - Searcy
    - Heber Springs
- 80 Acres
  - 40 Acres Parking
  - 25 Acres Festival
  - 15 Acres Camping (For Vendors and Cast)  
Current plans are for no Visitor Camping during the 2024 Season



# Arkansas Renaissance Festival

Preview Event

April 27<sup>th</sup> 1 Day Event

- Arkansas Highland Games
  - Includes Taste of Renaissance
  - May Day Celebration
  - Highland Games



Experience the Excitement  
of the Sheaf and Hammer Toss  
at *The Arkansas Renaissance Festival*

# Arkansas Renaissance Festival

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- 5 Weekends
- 11 Days for Festival
- Opening Day August 31<sup>st</sup>





# Festival Spaces

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- General Courtyard \*
- Viking Celtic Area \*
- Fairy \*
- Gypsy Nomad Wanderers \*
- Pirates \*
- Armor and Crafts Area
- Jousting Field
- Royal Area \*

- Stage Area for Performances

Other Areas: Childrens Realm, Food Court, Denizens Area



Help Build  
the Dream

RENAISSANCE FESTIVAL

## Planning for Success

- We are building and Planning, conservatively, for attendance of 40,000
- We have a Professional Marketing Agency for Promotion of the Event with a 1-year Contract
- Marketing Budget of \$85,000 for Web, Social, Radio, Billboard, Local TV, Geofencing, Email Campaigns, And Partnerships with Local organizations.
- Full time construction crew of 10+ working daily to build out the space

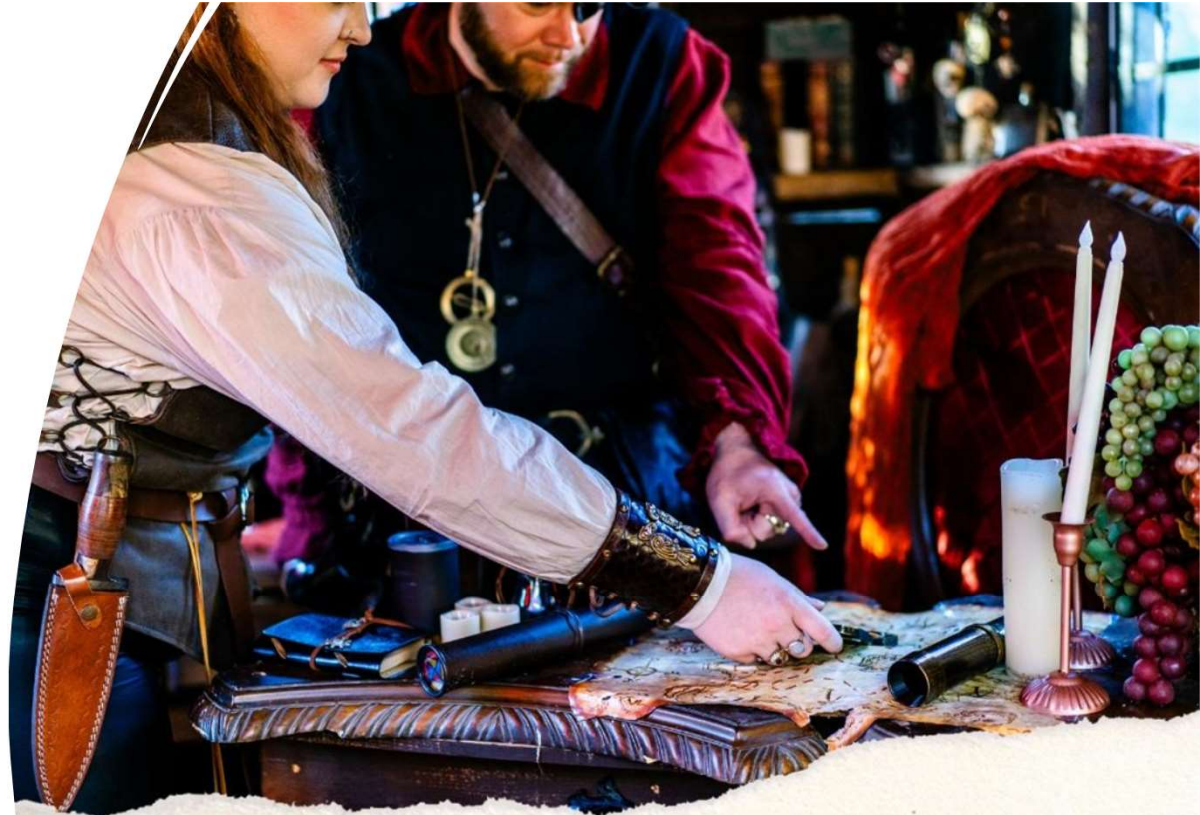


# Bring in Talent from Everywhere

- We are bringing in Talent from all over the US and Internationally
- Showcasing Knights of Mayhem for the 2024 Season
- Acts booked from LA, TX, and still hiring and looking for more
- Have a Favorite Act that might be interested? Have them reach out to [sawyer@arrenfest.com](mailto:sawyer@arrenfest.com)

# Types of Vendors we are looking for

- We are committed to constructing, operating, and maintaining a premier Permanent Renaissance Festival. We are seeking vendors who are also willing to make the necessary commitment of time and money to join us in building a Renaissance Festival that will continue to grow for many years to come.
- Our Festival will provide a complete fun-filled day, interacting on the street and presenting stage performances. We are all members of the cast. Everyone is expected to create the illusion of the period or theme with costumes, shop structures, decorations and displays, products, sales, and speech patterns during customer interaction. All performers, vendors and employees are in period costuming and all twentieth century items are hidden.
- Products being sold should be made with materials that were available in the 16th Century or earlier. We discourage import or mass-produced items.
- We highly encourage demonstrating artists and products which conform to high quality and ethical standards: unique, traditional, or original in design, functionally appropriate, durable, well-made, and guaranteed by their maker to be satisfactory to the customer.



## VENDORS WANTED

*Apply Online Today!*



# Example of Vendor Types

*Turn Your Craft into a Shop!*

Please note that we are a PG-13 faire and do not approve of any products that are adult themed (sexually, etc.)

<input type="checkbox"/>	Apothecary / Candles / Oils	<input type="checkbox"/>	Food Artesian	<input type="checkbox"/>	Musical Instruments
<input type="checkbox"/>	Armor	<input type="checkbox"/>	Footwear	<input type="checkbox"/>	Performing Arts
<input type="checkbox"/>	Bath Bombs / Soaps, etc.	<input type="checkbox"/>	Fortune Telling / Tarot Card	<input type="checkbox"/>	Pottery
<input type="checkbox"/>	Body Art / Hair braiding	<input type="checkbox"/>	Furniture	<input type="checkbox"/>	Services
<input type="checkbox"/>	Clothing	<input type="checkbox"/>	Glasswork	<input type="checkbox"/>	Themed items (pirate, etc.)
<input type="checkbox"/>	Craft Demonstrator	<input type="checkbox"/>	Jewelry	<input type="checkbox"/>	Toys
<input type="checkbox"/>	Crystals	<input type="checkbox"/>	Leather	<input type="checkbox"/>	Weapons
<input type="checkbox"/>	Decorative	<input type="checkbox"/>	Massage / Healing	<input type="checkbox"/>	Woodwork
<input type="checkbox"/>	Drinking Vessels	<input type="checkbox"/>	Metalwork		
<input type="checkbox"/>	Fine Art	<input type="checkbox"/>	Metaphysical Arts		

*From Armor to Art:  
What's Your Beloved  
Renaissance Festival Shop?*

# Where to sell Products

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Merchants may sell their approved products from a permanent structure, period appropriate tent, or cart. All structures, tents, carts, etc. must be approved by the Merchant Team PRIOR to set up. Pop-ups and/or Easy-ups are not period appropriate and therefore are not allowed. Flexibility will be allowed in the first year, but a plan must be presented on how to secure and dress-up your selling space.

- Buildings
- Tents
- Carts

\*Pop-ups and Easy Ups are allowed for Highland Games in the Field Area only



# Juried Show

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- **We are a juried show.** The first round of applications will be accepted until January 31st. Jurying of applicants is in early February. Applicants are notified by email concerning the results **on or around Feb 19th.**
- After Feb 1<sup>st</sup> Application will still be accepted online but an Application Fee of \$20 will be required.

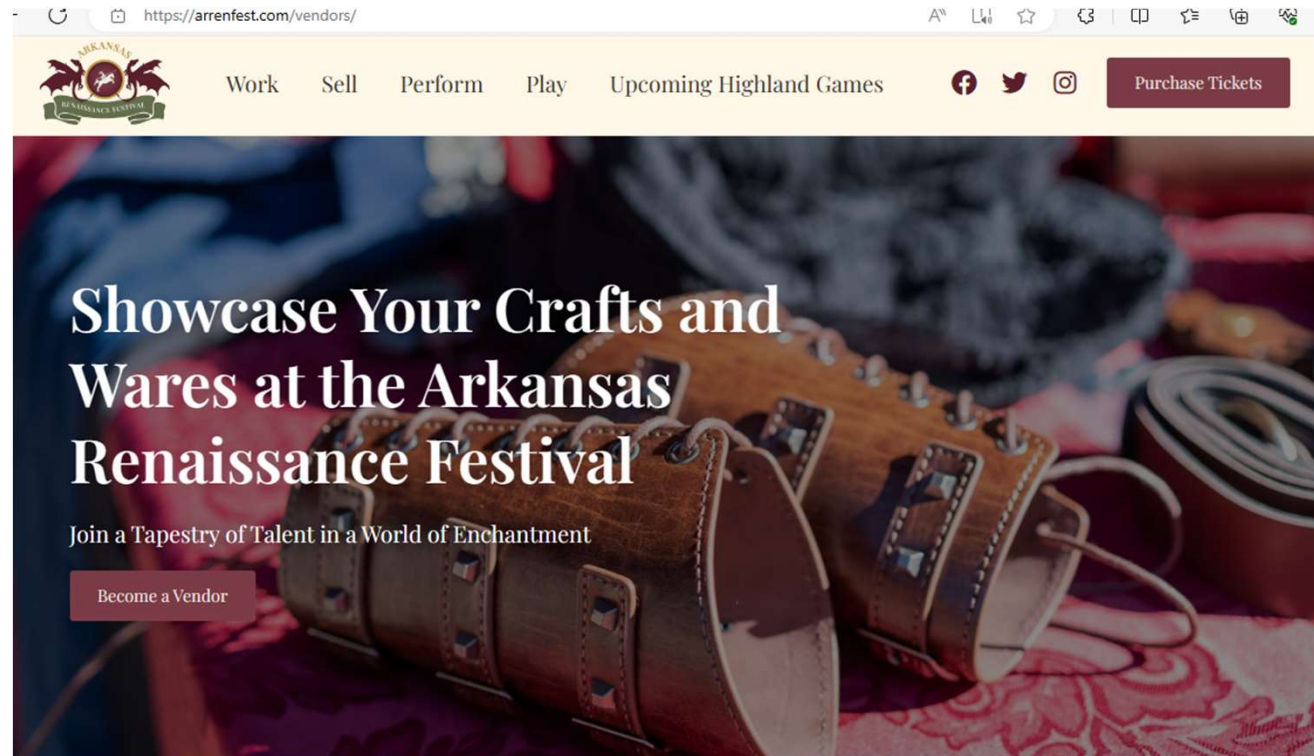
The jury will review all applications thoroughly and reserves the right to deny/exclude specific items from your product list. Products being sold should be made with materials that were available in the 16th Century or earlier. We discourage imports or mass-produced items. If you disagree with the exclusion of items, you will have two weeks to notify us via email that you would like to withdraw your application. You will only be allowed to sell items that are approved and listed in your final contract, so please ensure your list is complete.



# How to Apply

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- Applications are processed on our Website.
- [www.arrenfest.com](https://www.arrenfest.com)
- Click on Sell across the top
- Click on Become a Vendor



# Next Step

By Feb 19<sup>th</sup> you will receive either

1) An Approval to move forward with the process which will include login information to the Vendor Portal on the Website

• OR

2) An Email or Phone Call asking for more information to process your application or for clarification.

## Secure Your Booth Today!

Don't miss the opportunity to become a cherished character in our captivating tale. Join the Arkansas Renaissance Festival as a marketplace merchant and showcase your crafts and wares to a captivated audience.

[Apply Now](#)

[Vendor Portal](#)

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# Build Your Business

at Dragonstone Springs  
in the Arkansas  
Renaissance Festival!



## Price

Pricing is based on the linear frontage feet as well as location at the festival. When vendors log into the portal they will see a list of spaces, prices will be included. Vendors can expect a single weekend spot to be priced at \$200+/- for single weeks and seasonal long-term locations to be at \$800+ for the season.

Vendors for the 2024 Season will have the opportunity to lock in the 2025 season at the same price of the 2024 season if they complete their renewal within 30 days for the close of the 2024 Season.

Price for the Highland Games will be \$100 for the Day

Prices for Food, Games, and Carts will Vary

No Drinks will be allowed to be sold, with the exception to some Artisan Drinks

# Next Steps

We will email all Applicants that we have received their applications and will be processing them by 1-24-24.

If you do not have an email from us by then, we encourage you to reapply online as we do not always trust this new technology (the internet)

If you are interested in

Building a structure

Games

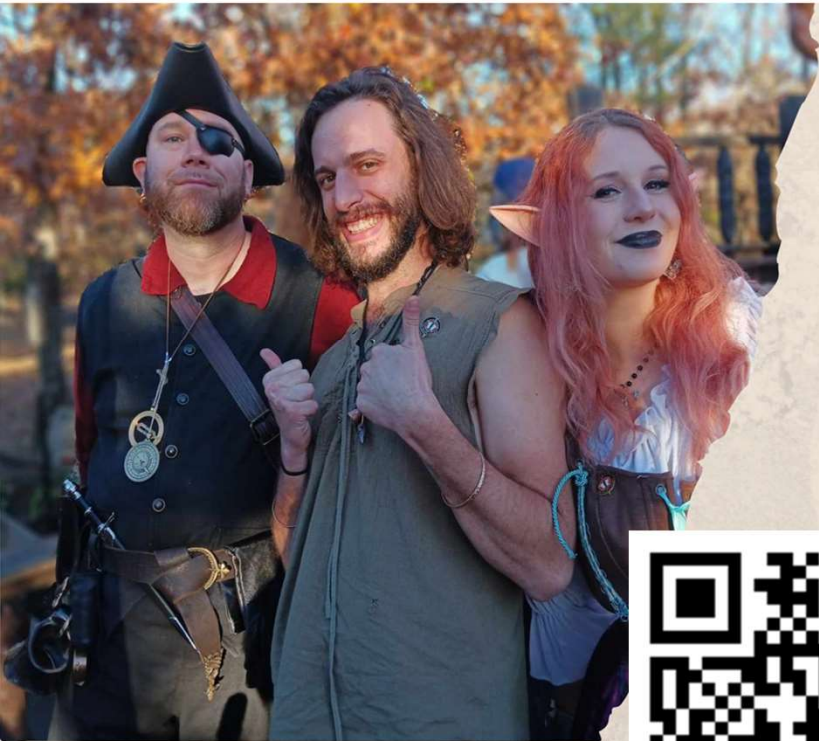
Food

Schedule a call with Patrick during the next 2 weeks or as soon as you are able.

501-690-5770 - [Vendor@arrenfest.com](mailto:Vendor@arrenfest.com)



Connect with the Community



# Vendor Resources

- Discord: <https://discord.gg/n9EM8dyA>
  - Discord is an online chatting service that will allow vendors to ask questions, access resources, and interact with each other and the festival all in one place!
  - You can download Discord on any mobile device or computer!
  - This will help our vendor group build community and get resources in a more personalized and timely manner than only going through email.



# FAQ-

Q- How will the Faire be Marketed?

A. Arkansas Renaissance Festival has hired a full-service marketing team that will be featuring the Faire on social media as well as Radio, Billboards, TV and Geo Fencing. An Advertising budget has been setup for the 2024 Season Including the Highland Games and Renaissance of \$85,000 to ensure we are drawing and reach as many guests as possible.

Q- What is the expected Foot Traffic?

A. Being the first time at Dragonstone Springs (in Mt Vernon) we are unsure of the actual foot traffic, but the festival is planning on 5k-10k per day. We have 40 acres for parking. AR REN FEST is Staffing, Preparing, Ordering and Working with what we feel is a conservative Number of 55,000 but sharing with Vendors 40,000

Q- Will Camping be available?

A. Yes- Dragonstone Springs has 25 Acres of Festival Space and 15 Acres for Camping. This Camping will be for Vendors and Entertainers. Camp in most cases will be primitive without Electric. A place does exist for parking campers but currently we do not have sewer connections for them.

Q- What if I can not make all 5 Weekends?

A. We offer Weekend spots as well as locations for the full season. If things change and you are unable to make a weekend, please notify us as soon as possible [vendor@arrenfest.com](mailto:vendor@arrenfest.com)

Q- When will I have details on my location?

A. We are still laying out the festival space and building daily with a crew of 10+ construction workers daily building on the property. In February a map will be produced showing spots, pricing and sizes that approved Vendors will be able to secure a location they desire. If your product works better in one area over the other, please include this in your application. (example pirate)

Q- What if we want to build a Permanent Structure?

A. Vendors looking to build a Permanent Structure will be evaluated as applications are received and notified generally within 2 weeks of application so construction can begin. As we are at a New Location at Dragonstone Springs priority will be given to those building and investing in the Village. We are offering a Grant up to \$2,500 to encourage construction in year one. This comes with additionally waiving the Rental Fee for the 2024 Season.

Q- How do I apply for the Construction Grant?

A. Simply call 501-690-5770 or email for more details [vendors@arrenfest.com](mailto:vendors@arrenfest.com)

Q- Why would I be asked to fill out a new application?

A. Applications for Vendors were taken on the website. During development not all parts of the application flowed correctly to the portal we simply want to make sure we have all the correct information.

# Other Questions

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We will take Questions that are Universal and apply to the larger group. If your Question starts with

- "I HAVE..." It will most likely be answered offline.

Questions that apply to the larger group we will try to answer as much as possible.

Please post them in Chat and Sawyer will ask them for you.

We hope to have a Map of the Festival Grounds on the Vendor Portal

We are working with Entergy to have Power at all Areas but have not secured this yet.



Get Ready for the  
*Magic*  
in 2024!



# Thank You

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- Patrick Taft 501-690-5770  
[Patrick@arrenfest.com](mailto:Patrick@arrenfest.com)
- Sawyer Harris Director of Entertainment  
for Arkansas Renaissance Festival -  
[Sawyer@arrenfest.com](mailto:Sawyer@arrenfest.com)
- Susan Taft- [Vendor@arrenfest.com](mailto:Vendor@arrenfest.com)
  
- Like us on Facebook and Follow us  
Online



## Share Your Dreams

What Events Do You Want  
To Witness at The Arkansas  
Renaissance Festival?

