

# SCALLOP FESTIVAL

## Stall Holder Application - 2017



### Background Information

In the thirteen years since its inception, the Whitianga Scallop Festival has grown into one of New Zealand's iconic seafood celebrations.

The festival has been designed to showcase the region's seafood cuisine and marine culture. It is timed to coincide with the opening of the Scallop season and provides a boost to local businesses at a quiet time of the year.

### 2017 dates

<b>Festival Date</b>	<b>10am – 5pm</b>	<b>Saturday 16 September 2017</b>
<b>Registration due in</b>	<b>5pm</b>	<b>30<sup>th</sup> June 2017</b>
<b>Payment due in</b>	<b>5pm</b>	<b>31<sup>st</sup> July 2017 – full payment</b>
<b>Festival Site Set up for Stalls</b>	<b>12noon</b>	<b>Friday 15 September 2017</b>

### Location

Marina Reserve and Taylors Mistake, The Esplanade, Whitianga

### Expected Numbers

The event is capped at 4500 adult tickets, available online

With an additional 500 available for comps etc.

It is expected approx. 5000 will be onsite

### Exhibitor Applications

Applications are invited from:

- \* Local restaurants and cafes
- \* Wineries from around the region
- \* Local community groups
- \* Local producers looking to showcase their produce in a special way
- \* Local Arts and Crafts (Outdoor Craft Market)
- \* Other cuisine related businesses from around NZ (by application)

### Benefits

**This is a fantastic opportunity to:**

- |   |   |
|---|---|
| * Showcase your business                      | * Expand your client base                     |
| * Network with other businesses               | * Fundraise for your community group          |
| * Stimulate sales at a quiet time of the year | * Introduce new brands/products to the market |

### Marketing & Promotional Yields

- \* Stand Name & Cuisine dishes listed in official programme – distributed upon entry and to sponsors and media
- \* Listing on Scallop Festival Website Stallholders page – with link to your own website
- \* Specialty dishes will feature in media articles, press and magazine – local, national and international distribution
- \* Potential to gain exposure through the Scallop festival Facebook page

### Maximise your Participation in the Festival

- \* Be creative – with your stand and what you intend to sell on the day
- \* Keep prices reasonable. This allows patrons a chance to sample a variety of stalls. Base it from \$5-\$12 per dish
- \* **Make sure you attach a Press Release to your application form** - the festival manager may use this in promoting your presence at the festival
- \* Let people know you're at the festival (e.g. place the festival banner on your website, Facebook page, in store promo, advertising)
- \* Offer incentives for future purchases
- \* Provide a competition to capture information for customer databases (with their permission of course)

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### EXHIBITOR APPLICATION

#### Terms and Conditions:

- **This is an application only, not a guarantee.** The festival reserves the right to refuse entry/ restrict what an exhibitor sells at the festival.
- The exhibitor stocks for the event at their own risk. The festival or its organizers will not be held liable for any loss made by the exhibitor, through cancellation or other factors.
- All food safety and sale of liquor guidelines must be abided by. These will be provided upon acceptance of your application.
- The exhibitor fee is non-refundable and non-transferable
- The exhibitor agrees only to sell the product described in this application
- Exhibitors have access to the site from 12pm – 6pm on Friday 15th September for stall set up. Any large equipment must be set up Friday.
- Stall holders **must attend** one briefing Friday 15th at either 12.00pm or 5.00pm .
- All vehicles must be off site and parked by 8.30am on the day – access open from 6.30am.
- Exhibitors must be completely set up ready to trade 1 hour prior to the festival (9am).
- Local exhibitors will be given priority over out of town.
- Food vendors will be encouraged to use biodegradable plates and cutlery.

#### Alcohol Guidelines

- Exhibitors approved for selling alcohol must apply for their own special liquor license, which will be at your cost.
- Exhibitors selling alcohol must have someone on site that holds an alcohol managers licence.
- Alcohol sales will be restricted to areas, general stallholders will not be permitted to sell alcohol unless through application.
- Sponsors wine and beer is the only alcohol to be sold by exhibitors unless the exhibitor is a winery, whereby they may sell their own product.
- No community groups will be allowed to sell alcohol.
- A limited number of stalls will be permitted to sell liquor in the designated drinking areas – this is at the organisers discretion.
- Serving to minors or intoxicated persons will not be tolerated.
- Alcohol sales will not be permitted after 4.00pm.
- The Alcohol guidelines must be on display throughout the event. (These will be supplied to you in your packs)
- Exhibitors selling alcohol must sign a copy of the alcohol disclaimer which states they will abide by the Alcohol Management Plan and Alcohol Guidelines of the festival.

#### Discount Guidelines

- The following discount is applicable:
  - \* **Community discount – must be a non-profit society/organisation/group 35% (site only)**

#### Pricing Structure **NEW FOR 2017**

- The Festival encourages stall holders to keep their pricing reasonable, to allow patrons a chance to sample a variety of stalls. Base food prices at between \$5 & \$12 per dish *and glasses of wine at between \$6.50 & \$8 a glass.*

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### STALL HOLDER APPLICATION - 2017 (Exhibitor Details – please fill in every field)

Business/Community Group Name: \_\_\_\_\_

EXACTLY what will you be selling: (In order to prevent double ups, please be very specific)

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

### EXHIBITOR OPTIONS

#### TICK

- |  |                |                              |
|--|----------------|------------------------------|
| <input type="checkbox"/> Food Stall – Inside   | \$520.00 +gst  | 3x3 site   2x Trestle Tables |
| <input type="checkbox"/> + Beer Sale Option  | \$100.00 +gst  |                              |
| <input type="checkbox"/> + Wine Sale Option  | \$100.00 +gst  |                              |
| <input type="checkbox"/> Winery – Inside   | \$1020.00 +gst | 3x3 site   2x Trestle Tables |
| <input type="checkbox"/> Outdoor Food site   | \$270.00 +gst  | 5x5 site   No Tables         |
| <input type="checkbox"/> Craft Site – Outside festival perimeter   | \$50.00 +gst   | 3x5 site   No Tables         |
| <input type="checkbox"/> Power option  | \$30.00 +gst   |                              |
| <input type="checkbox"/> Less Community discount if applicable- 35% (Community groups are not entitled to add the alcohol options) |                |                              |

Please note the above prices are + GST, and include waste removal for all stall holders.

Total Amount Payable \_\_\_\_\_ (PLEASE ENCLOSE CHEQUE FOR TOTAL)

Or you can make payment to: Scallop Festival Inc: 03 – 1578-0081235-00 Ref: (stall name)

### PREFERRED SITE LOCATION – REFER TO SITE PLAN ATTACHED

Festival organisers will do their best to accommodate your requests; however, there is no guarantee that requested sites will be allocated. Festival organisers have final say on allocation of sites.

Preferred site number    1<sup>st</sup> Site number \_\_\_\_    2<sup>nd</sup> Site number \_\_\_\_    3<sup>rd</sup> Site number \_\_\_\_

### EXHIBITOR CONTACT DETAILS

Contact name: \_\_\_\_\_

Postal address: \_\_\_\_\_

Website address: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Do you require power?     Yes     No

What powered equipment are you bringing

\_\_\_\_\_ Dimensions \_\_\_\_\_ K Watts \_\_\_\_\_ Plug type

\_\_\_\_\_ Dimensions \_\_\_\_\_ K Watts \_\_\_\_\_ Plug type

\_\_\_\_\_ Dimensions \_\_\_\_\_ K Watts \_\_\_\_\_ Plug type

Exhibitor passes required per site: \_\_\_\_\_ Max of 6 for Business/ Max of 8 for Community Group

If you require extra passes these can be purchased for \$10.00 Adults or \$5.00 child (under 16)

I agree to the terms and conditions, incl set up conditions and alcohol guidelines outlines on page two of this application form.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_ 2017

**PLEASE RETURN BY 30 June 2017 TO SCALLOP FESTIVAL, 21 Campbell Street, Whitianga 3510**

**CHEQUES MADE PAYABLE TO "WHITIANGA SCALLOP FESTIVAL"**

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### SITE MAP

