

# Makers Market Application

July 1st, 2017

Downtown Williams Lake

Welcome to Makers Market 2017! You are joining a huge 9-hour, 4-blocks-closed-to-vehicle-traffic festival in the downtown core of Williams Lake. We have so many things planned! Outdoor dining, beer garden, mural making, chalk artists, performance stages, buskers, lehal tournament, square dancing, amazing kids' zone, multicultural tents... and of course a Makers Market! Thank you for bringing your talents and creations to this happy day!

## Your Vendor Details

• <b>Bring Your Own Everything</b> (Tables, power, chairs, water etc.)
• <b>Each vendor plot is \$25</b> (Plots are 10' x 10', and additional plots are \$25)
• <b>Set up between 7am and 10am</b> (People will be gathering around 9:30am to watch the parade)
• <b>Makers Market from 12pm - 5pm</b> (Parade is from 10am – aprox 12pm. The entire festival runs from 12pm until 9pm and you are welcome to continue vending after 5pm if you are having a fantastic time!)
• <b>Detailed directions and vendor parking info will be emailed out one week prior to event</b>
• <b>All vendors must sell things they made by hand, no exceptions</b>
• <b>Food trucks</b> are asked to contact Brianna at 778-961-0600 or <a href="mailto:puddleproduce@gmail.com">puddleproduce@gmail.com</a> with the Farmers Market as they will have their own designated area and rates for food trucks.

## YOUR CONTACT INFO

Your Name: \_\_\_\_\_

Your Phone number(s): \_\_\_\_\_

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

Company Name: \_\_\_\_\_

Website/Facebook: \_\_\_\_\_

Describe what you sell: \_\_\_\_\_

\_\_\_\_\_

### Optional

- Email us a photo of you and/or the things you make & sell so we can promote you!

## YOUR PAYMENT INFO

Please check the payment option you prefer

	Pay by Cheque.	Make cheques payable to Downtown Williams Lake <ul style="list-style-type: none"><li>Drop off or mail cheques to Downtown Williams Lake BIA Office: 327 Oliver St, Williams Lake BC, V2G 1M4</li><li>Alternatively, you can drop off cheques to: The Realm of Toys: 35A First Ave South, Williams Lake</li></ul>
	Pay by Paypal	We will send a PayPal invoice to the email address you've provided. You can choose the number of plots you want on the invoice.
	Pay by E-transfer	Email funds to <a href="mailto:info@downtownwilliamslake.com">info@downtownwilliamslake.com</a> . <ul style="list-style-type: none"><li>Write the password we'll use to accept your funds here: _____</li></ul>

## YOUR APPLICATION SUBMISSION

All applications and payments are due by June 1<sup>st</sup> 2017.

Please email your application to [info@downtownwilliamslake.com](mailto:info@downtownwilliamslake.com) or, if you prefer, you can also drop off your application to either of these two locations

<b>Downtown Williams Lake BIA</b> 327 Oliver Street (corner of Oliver and 3 <sup>rd</sup> ave) Ph: 250-398-5717	<b>The Realm of Toys</b> 35A First Ave South Ph: 250-392-7079
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## NEED MORE INFORMATION?

Call us! Email us! Drop in!

We'd love to talk with you about the Makers Market!

## Helpful tips for a successful sales day:

- ☐ Add market information to your website
- ☐ Add date payment and application is due to your calendar (June 1<sup>st</sup> 2017)
- ☐ Add market information several times leading up to it on your:
  - Facebook page
  - Twitter
  - Pinterest
  - Instagram
- ☐ Write a blog post describing the event and what you will be carrying
- ☐ Create an “Event” on your Facebook page and invite all you know
- ☐ Mail postcards to customers who have purchased online in the area
- ☐ Send emails to customers/contact list to let them know where you’ll be
- ☐ Make social media posts showing photos of your prep work
- ☐ Bring an “email sign-up” list for folks to fill out if they want to join your newsletter
- ☐ OR consider having a draw. On the draw form, have a spot to fill in email info with a checkbox if they’d like to join your newsletter
- ☐ Smile, interact and have fun!