



## Van Vorst Park Winter Wonderland Application

- Applicant Name:
- Business/Group Name:
- Phone:
- E-mail:
- What the heck are you making?:

### Snail Mail:

Van Vorst Winter Wonderland  
attn: NYM Craft Fair Application  
42 Prospect St, 4A  
Jersey City, NJ 07307-1844

### E-mail:

notyomamajc@gmail.com  
Subject: Winter Wonderland Application 2011

## All the info you'll ever need

### 1. Van Vorst Winter Wonderland VENDOR FEES/DEADLINE -

**\$25** per space, **SATURDAY December 17, 2011 11am-5pm** (rain date Sunday December 18, 2011)  
Please note this fee is due by Tuesday December 13, 2011. Checks to be made payable to NOT YO MAMA'S Fair Organizers, LLC. or submitted via PayPal to [notyomamajc@gmail.com](mailto:notyomamajc@gmail.com).

### Snail Mail payment to:

Not Yo Mama's Fair Organizers, LLC  
42 Prospect St, 4A  
Jersey City, NJ 07307

**2. REQUIREMENTS** - All work to be exhibited must be designed and/or handmade by the artist or crafter. The resale of merchandise that is manufactured or not personally created is strictly prohibited and can be grounds for immediate removal from fair lineup.

**3. SPACE** - Vendors will be assigned an area of approximately 10ft. x 10ft. Please do not go over the allotted vendor dimensions. Tables will be provided for an additional fee of \$12 each. Chairs will be provided for an additional fee of \$3 each. (Please note these needs on payment form located on pg 2). You're responsible for your own display racks, table cloths, jewelry displays and/or any additional materials you need to best show and sell your wares. This is an **OUTDOOR EVENT**, so tents are welcome *and* recommended. Neither electric or water is guaranteed; electric outlets are limited. If you have a special need for either, please note it on the form and we will try our best to

accommodate your request.

**4. ARRIVAL AND SETUP** - Participants must arrive between the hours 9am and 10am. It is VERY important that you arrive on time to ensure a smooth and timely setup for everyone. Specifics, such as parking information, and other event-day details will be sent prior to the Fair.

**5. VENDING** - You must provide your own bags and packaging for items sold to customers. You are responsible for having your own credit card system and/or change (for cash).

**6. LICENSES AND TAXES** - Vendors are responsible for the licenses and taxes related to their sales. Contact the Internal Revenue Service (IRS) and New Jersey Department of Revenue for additional information about your tax liabilities.

**7. CANCELLATION POLICY** - Please let us know immediately regarding any cancellations. Please note, **no refunds will be issued** unless the event is cancelled entirely.

**8. INSURANCE POLICY** - Not Yo Mama's Fair Organizers, LLC. CANNOT be held liable for any injuries or merchandise that may become lost, stolen, or damaged during Van Vorst's Winter Wonderland. Vendors are encouraged to have their own insurance policies in place.

## FAQ

### What IS THIS "NOT YO' MAMA'S CRAFT FAIR" thingee ?

Not Yo Mama's Craft Fair is an exclusive and unique event where the best and brightest creatives from the Jersey City metro area can hock their DIY wares to the coolest cats in Chill Town.

### WHEN and WHERE will it be held?

Saturday, December 17 11am -5pm in Van Vorst Park (downtown Jersey City)

**WHAT TIME IS CHECK-IN?** 9am - 10am **Set-Up?** 9am - 10:30am **Break-Down?** 5:01pm EVERYONE needs to be in their assigned spots and set up by 10:30 am. Check-in will begin at 9 am. Set-up must be completed by 10:30am. You are relieved of your craft selling duties & may start breaking down your space as soon as the fair ends at 5pm.

### Hey, I wanna sell what I make at Not Yo' Mama's Craft Fair ?

Applicants must have creative work that they have designed and/or made by hand (or sewing machine, or whatnot) and have an active manner to already sell their art and saleable creations, i.e. website (Etsy counts), and be at least semi-professional in their artistic endeavors. Applicants MUST HAVE INVENTORY ready to sell. We will require you to submit a selection of photos illustrating the breadth and scope of your work. "Not Yo Mama's" will be accepting everything from jewelry and sewn items to paper goods and zines. We definitely are looking for great tchotkes, whosimiwhatsits, thingies, smellerifics, etc. that fall outside the realm of your usual stodgy, old craft fair stuff. And, if you can breathe new life into a latch-hook rug (& the like), we're ALL for it!

### Sooo... How can I become a vendor ?

You must fill out the application form and submit it with photos of your work, along with the \$25 application fee (payable via PayPal or money order). Applications will be accepted through Tuesday, December 13th at midnight. Form and payment may be submitted via email/paypal or snail mail. Applicants will be confirmed of placement in the Fair on or by Wednesday, December 14th. Payment is due no later than Thursday, December 15th at midnight. If you do not pay the vendor fee -sadly- you will NOT be able to participate in the Fair. See application for additional information.

### Can I share a table with my talented buddy?

For this particular fair, it's \$25 per participating vendor.

### **What does my vendor participation fee include?**

The fee includes your vending space. You may bring your own table, chair and tent. If you would like to rent a 6' table (\$12 each) and/or chairs (\$3 each), please include the rental cost with your vendor participation fee. Remember, YOU are responsible for supplying your own display items (e.g. table cloths, jewelry displays, Lucite boxes, etc.). Hanging on walls is impossible (because this is an outdoor fair), but you are welcome to bring free-standing walls (i.e. portable display walls). If you have super-special needs, please contact Megan Gulick or Michelle Mumoli - the event organizers - at the time of acceptance.

### **Is this Fair Juried?**

This one is not. Normally, "Not Yo Mama's Craft Fair" is limited in the amount of creative folks who can participate. Typically, we accept all applications and carefully jury them based on how your items fit with the vision of the fair, the demographic of attendants, the quality and uniqueness of your wares, as well as how they're represented in your application. In other words: your crafts can't be pawned off by any old grandma' - no matter how cute she seems...We're impervious to her guilt-trips! It's gotta be fab, dammit!

However, we don't foresee any issues with space for this event so, unless your product doesn't fit our guidelines, we will happily invite you to participate.

### **Is my participation fee refundable?**

No. Your \$25 participation fee is NON-refundable UNLESS the event is CANCELLED ENTIRELY. Accepted applicants will receive confirmation by Wednesday, December 14th.

### **What happens if it RAINS?!?!?**

This particular festival is outdoors. Should there be a massive rainstorm or something catastrophic (earthquakes, floods, locusts, the usual violent acts of nature...) and aforementioned catastrophe merit the rescheduling of the fair, we will let you know asap.

### **Will the venue want a percentage of my sales?**

No way. It is YOUR responsibility to handle all moneys (cash, credit, check) at your booth. You are also responsible for your own taxes. It is up to you to register your small business with the IRS and collect sales tax for the items you are selling. When the tax man comes around, you'll have to pay income tax on the items you sold... and the sales tax to the state. Yay entrepreneurship!

### **Ummm... I'm a MOM. Can I still be a vendor???**

Excellent question, mama! Of course! But PLEASE.... leave the naked baby pictures and prom date photos at home. We know you're proud of your lil' peanuts (with good reason, no doubt), but they'll thank you later if you use this opportunity only to sell your wares... and not to find them a nice person to settle down with...even though there will probably be lots of good looking people at the fair.