

Vasa Park Association, Inc.
2854 Triunfo Canyon Road
Agoura Hills, Agoura, CA 91310
www.vasapark.org



Dear Vendor,

Greetings!

Vasa Park is planning their annual Scandinavian Hostmarknad/Fall Market Celebration and Southern California's Best Swedish Meatball Contest on **October 22, 2017** and we invite you to come and share your unique Scandinavian craft, merchandise, or Scandinavian non-profit organization. Even if you don't have a Scandinavian product, please reach out to us because we do not want to discourage vendors from participating. Your participation will help make this festival a successful event. We encourage you to support and participate with the Scandinavian theme as this is why our guests come. If you have any questions please message me.

If you don't participate with festivals, we would encourage you to be a sponsor and advertise your business in our event program and be listed in the Business/Vendor Index.

For returning vendors, we thank you for your past participation and look forward to your return. To our new vendors, we look forward to making new friendships and learning about you and the product you will be sharing. Sharing about our Scandinavian culture is what we are promoting for education and to support the Scandinavian community.

Here's some helpful information to know:

Allotted spaces are 10' X 10' and come with or without equipment. Additional spaces are 10x10 and come with or without equipment. Be sure to mark on the application form how many spaces you will need. If you will need **special equipment or set-up, such as electricity, and if you need help to transport your merchandise to and from your vehicle** please indicate that on the form as well so we may be able to accommodate your needs.

The Vendor Participation Fee is given a \$100 booth credit and sales above the booth credit is 10% of your sales and will be collected by our Treasurer, Ann Heinstedt at the conclusion of the event.

Continuing:

- Advertisement opportunity:
 - Complimentary Business Card Ad in our program for each paid vendor
 - Business listing in Vendor Index in program
 - Raffle with business recognition – raffle donation item value of \$25-\$50

The advertisement opportunity includes a complimentary business card ad in the program is for each paid vendor. Please be sure and include your business card and if you would like to upgrade your ad to a larger size, deduct the \$25 comp/value from the ad size you would like to upgrade to. You will also find the vendors in the Vendor Index.

We are inviting the vendors to have additional advertising exposure with providing a raffle item of \$25-50 value. The proceeds support the Viking Village for youth that is held at Vasa Park.

There will be many fun activities for all ages going on throughout the day. A breakfast will be served from 9:00 a.m. to 11:00 a.m. and a variety of Scandinavian delights and beverages will be available throughout the day. At 12 Noon we hold the Swedish Meatball Contest and the public are the judges. You can see a schedule and more about the event on our website at vasapark.org. Meatball Contestants can register through Kristine Hofve at kristinehofve64@yahoo.com. There are 1st, 2nd, and 3rd place winners.

Vendor Set-up time is 8:00 a.m. Your promptness is encouraged as the event begins at **10:00 a.m.** with a welcome opening to the Hostmarknad. Ending time is approximately **5:00 p.m.**

Enclosed is the Vendor Application/Reservation form. If you wish to participate, please fill out the form completely along with any additional information you might want to convey. You can email or mail to the address on the form. To ensure your space, please get it to me by October 1st or before.

We look forward to hearing back from you and please enclose cash or check made payable to *Vasa Park Association*, for your booth reservation. Please share this information with others that might be interested. I look forward to hearing from you and seeing you there!

Sincerely

Linda Kosvic

Linda Kosvic
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Enclosed: Hostmarknad/Fall Market Vendor Application and Reservation