

Renfaire After Dark 2018

Festival Park at Sleepy Hollow Sports Park
4051 Dean Avenue, Des Moines, IA 50317

DATES:
May 19-20, 2018

HOURS:
11AM to NOON

The Best 24 Hours at the Faire!

It's a not-so-secret secret that the best part of any Renaissance Faire is the fun to be had after hours. Patrons linger at the gates, not wanting to leave a magical world filled with laughter and camaraderie. Well, now there's a chance for everyone to be a part of that after-hours thrill!

"Renfaire After Dark" is an opportunity for merchants, entertainers, and patrons to enjoy the best of the lively, the ribald, and the risqué! This event is for ages 21 and up, which will be strictly enforced—**absolutely no minors allowed** anywhere during the event. The entertainment will be bawdy, libations will flow, and libidos may be enticed!

Of course, with adult patrons enjoying themselves, many of them will want to spend money. If your product line caters to adult fashions such as; clothing, jewelry, leather, costumes, and more, this is an ideal event for you. (If you sell toys for children, maybe not so much. But you're still welcome to attend the faire!) This is your opportunity to target the adult market with your product line—or perhaps even unveil all-new products—so fill out the application form right away.

"Renfaire After Dark" isn't your usual festival, and it will run just a bit differently than others you've attended. Here are some details:

- 1) The Gate opens at 11AM on Saturday, May 19, for patrons. Merchant shops are open from 11AM until 6PM.
- 2) Merchants may continue to keep their shops open during the "after dark" hours. This will be especially welcomed by faire-goers who want to make an impulse purchase or perhaps put together a last-minute costume for some of the later festivities.
- 3) A variety of activities (see below) will keep everybody hopping during the "after dark" hours.
- 4) Merchant hours on Sunday are from 10AM to noon, if you want to make some last-minute sales. Otherwise, everyone is encouraged to have breakfast, and socialize with some morning activities, before packing up to go home!

The best part of all this? If you were a merchant with us at the *"12th Annual Renaissance Faire at Sleepy Hollow,"* your vendor fee is waived! It's \$0 to vend at this event! If you weren't a merchant with us last fall, well, we'll charge you a nominal vendor fee.

Activities for All!

Keep in mind that anyone under 21 is NOT allowed at this event—not in your shop, nor in your campsite if you stay on-site for the event. This is an “adult” party, with entertainment NOT suitable for children.

We’re still finalizing some last-minute details, but here’s a rundown of some of the activities we have in mind for patrons, entertainers, and merchants alike:

- 1) Costume Contests (including Wet Chemise, Sexiest Legs in a Kilt, Best Body Paint, Filthy Limerick and Lap Dance Duos)
- 2) Hookah Party (for those who like to smoke)
- 3) Body Paint Artist Models (Boddy painting artists will be on site painting on live models, a la “Skin Wars” on cable TV)
- 4) Pirate Treasure Hunt (featuring \$2,000 in booty!)
- 5) Vines, Steins and Stills (offering select beers, ales, mead, and more)
- 6) Medieval Dinner and Contest Finals
- 7) Masquerade Dance “Eyes Wide Shut”)
- 8) Gladiator Combat (“two may enter, one may leave”, foam weapons)
- 9) World’s largest Renfaire Pub Crawl! With 10 acts, 5 locations and the contest preliminaries
- 10) Much more still to come!

As you can tell, if you sell wares tailored to this crowd, you’re likely to make some great sales—and have a terrific time in the bargain. Faire-goers are going to want that last-minute of extra “bling” to finish off their costume for the night, and those new to a festival may just want an entire costume!

The Bottom Line

To create a memorable but safe “*Renfaire After Dark*” experience, remember the following:

- **NO ONE UNDER 21 ALLOWED ON-SITE. Period.**
- Two adults per merchant application will be allowed in for free. If you need more adult helpers (up to two), they must pay half-price admission. Any more helpers in your shop must pay full-price admission.
- Expect some inebriation in patrons, but call on security if anyone gets out of hand or if you need help with unruly customers. There will be guards throughout the park to keep everyone safe.
- LOCK UP your money box and any valuable wares!
- Staying at the event is strongly encouraged and is **free**, whether you are in a tent or bring an RV. There will be electrical hookups for those who need it for a modest fee.
- Make a banner for your shop.
- Decorate your space.
- Hide anything modern beneath fabric or inside wooden boxes.
- Use a mug, horn, or tankard for your beverages. Use wooden dishes for your meals, if

- possible.
- Keep your dog under control and clean up after him. *Note:* All dogs must have a current rabies tag.
 - Smoking is strictly forbidden inside booths and in any public space accessible or visible by patrons (other than the hookah area).
 - Avoid cell phone use in public spaces except for processing sales.

TWO IMPORTANT NOTES

As always, **every** merchant at this event and **all** future events at Sleepy Hollow (*Renaissance Faire at Sleepy Hollow* in September) **must** have the following:

1) Iowa Sales Tax ID Number.

Go to: <https://tax.iowa.gov/iowa-sales-and-use-tax-guide>

It's free and doesn't take long and is good for any event you sell at in Iowa.

If you sell weapons or anything of a similar nature or have an activity involving weapons or the possibility of a patron getting hurt, we **require** you to have your own liability insurance. And in this day and age of litigation, we also **strongly** encourage **every** vendor to have liability insurance, just to be on the safe side.

2) Liability Insurance.

Contact your car, home, or rental insurance agent for leads and quotes; you may get a discounted rate. Otherwise, Sleepy Hollow can recommend Mark DuBay of Professional Solutions Insurance Services, at 515-710-4355 or 515-313-4502.

DEADLINE

We'll accept your application up until April 15th, but the sooner you get it in the better. We anticipate more vendors applying and space is limited.

Merchant Coordinator
Renfaire After Dark
4051 Dean Avenue
Des Moines, IA 50317

Mary Flatt
515-321-4053
mary@sleepyhollowsportspark.com

IOWA SALES AND USE TAX GUIDE

This publication is intended as a general guide, and is not an all-inclusive discussion of Iowa sales and use tax law. Not sure you need a permit? Contact [Taxpayer Services](#) by email or call 1-800-367-3388 or 515-281-3114.

Sales Tax Permit Information

Obtaining a Permit

A retail sales tax permit is not a license to purchase items tax free. It is a permit to collect and remit sales tax. Anyone selling taxable goods or services from an Iowa location must obtain a sales tax permit.

You have two options to apply for a permit:

- [Online](#) or
- Paper: [Iowa Business Registration for Tax Permit form](#) (pdf)

There is no charge for a permit. You will be mailed a letter containing your Business eFile Number (BEN), your permit number, and a printed permit. You are not required to display the printed permit; however, it should be readily available to prove you have one.

You may begin making sales and collecting sales tax as soon as you submit an application; you do not have to wait to receive your permit number.

Once issued, a sales tax permit is effective until it is canceled by the retailer or revoked by the Department.

Temporary Businesses

As of July 1, 2016, the Department no longer issues temporary tax permits. Vendors who used temporary permits in the past should apply for a permanent Iowa tax permit. A permanent tax permit allows you to conduct taxable sales or perform taxable services in Iowa at any time during the year. When you attend a temporary event, such as a craft show, you only need to provide the event sponsor with your name and address, along with your permanent tax permit number.

Denying or Revoking a Permit

The Department may deny permits to applicants who:

- Are currently substantially delinquent in paying any tax, interest, or penalty, or
- Had a previous delinquent liability with the Department.

Taxes and Tax Rates

State Sales and Use Tax

The state sales tax rate and use tax rate are the same. The rate is 6%.

The retailer must add the tax to the price and collect the tax from the purchaser. The retailer cannot indicate that the sales tax is being “absorbed.”

A retailer may include the tax in the price, but must post a notice or make a statement on the invoice that the purchase price includes the sales tax. This is typically done when selling alcoholic beverages or admissions to movie theaters or sporting events.

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I/we _____, representing
_____ (name of shop), request acceptance into the “Renfaire After Dark” event at Sleepy Hollow. I agree to the following:

- I will have no one under 21 at this event, whether in my employ, as a family member, or as a friend.
- I will dress in Viking / Medieval / Renaissance / Roman / Other attire (roughly the 8th–18th century) and design my space accordingly.
- I will not smoke or use cell phones inside my shop during festival hours. (Exception being to use cell phone for running credit-card purchases.)
- I will have my space cleaned and fully up and running by opening (noon) and not close before 6:00PM. I understand I may keep my shop open for additional hours as noted below.
- I will have my vehicle off of festival grounds by 10:00AM and not return with it before 12:15PM of the following day.

I will vend the following hours:

- 11AM to 6:00PM (*Afternoon hours—required*)
 6:00PM to 10:00PM (*Evening hours*)
 10:00PM to midnight (*Midnight Madness hours*)
 10:00AM to noon (*Morning After hours—strongly recommended*)

Please check the space in which you want to vend:

(please note that booths are limited, so please inform us of your preference but keep in mind we may not be able to give everyone the space they requested though we will let you know what space to expect beforehand.)

- I want a large corner booth in a building
 I want a medium booth in a building
 I have my own period tent (dimensions: _____)
 I have a cart or street stand

Space	New Vendor Fee	Returning Merchant*
Cart or street stand	\$20	\$0
Your tent	\$20	\$0
Medium booth	\$30	\$0
Large corner booth	\$40	\$0

*That’s right! If you were a merchant at the 2017 Sleepy Hollow Renaissance Faire, you vend for FREE! It’s our way of saying thank you for your support and helping us grow our Faire Community!
(Please Note: because of the low fees you are responsible for cleaning out your building. It will not be done by Sleepy Hollow ahead of time.)

Please check the following:

I am a returning merchant

I am a new merchant and paying the following fee: _____

I will camp onsite in my own tent _____ or RV _____ (check one)

Name(s) _____

Business Name(s) _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Website _____

Signed: _____ **Dated:** _____

I have an Iowa Sales Tax ID number: _____

I have liability insurance from _____ in the amount of

NOTE: YOU MUST HAVE AN IOWA SALES TAX ID NUMBER TO VEND AT THIS EVENT.

LIABILITY INSURANCE IS ALSO STRONGLY ENCOURAGED (REQUIRED IF WEAPONS ARE INVOLVED).

Deadline for applying is May 1, 2017.

Please fill out your merchant application form (and make out a check, if you are a new vendor) and mail to the following:

Sleepy Hollow Sports Park

4051 Dean Avenue, Des Moines, IA 50317

Payment may be made by Visa, MasterCard, or Discover (additional 3% processing fee applies).

Call 515.262.4100 and ask for Mary Flatt.

To be filled out by Sleepy Hollow

	AMOUNT	DATE	Check/CC/Cash
Fee Paid	_____	_____	_____/_____/_____

Booth Assigned _____
