

# Merchant Information & Opportunities

## 17th Annual Albuquerque Pagan Pride Day

### Sunday, September 24, 2017 at Bataan Park

Merry Meet and Welcome to the 17th Annual Albuquerque Pagan Pride Day.

We are excited that you will be joining us and thank you sincerely for your support. Merchants are a very important part of our festival and provide our participants with a stunning array of beautiful treasures that are uniquely Pagan in nature. Our event equally provides Pagan Merchants the opportunity to present their goods to a large (1,000+ people) and specific market. Those who have participated in PPD in the past would attest that this is one of their best income events. We consider each merchant that registers as part of the PPD event crew for that year, and a supporter.

With the help of all our supporters, our event has grown over the years and we are now one of the biggest PPD events in the nation! With that growth, we have been challenged in recent years on the number of merchants that can be allowed, whether we should jury the applicants, and what is an appropriate merchant fee. Our discussions have been based on merchant and participant feedback, coordinator issues and the reality that this is a non-profit event that does not make any significant amount of money after expenses. In fact, we have to hold a couple of fundraisers outside this event to make it happen every year.

All the volunteers of Pagan Pride Day are there for community service and to support the goals of the National Pagan Pride Organization; which is to educate the public on Paganism, create Community Network, and Celebrate the annual Harvest.

Some of the ways we would like the merchants to be more involved with the event include bringing a **non-perishable food item** for the Harvest Food Drive (the heart of our event), donating a **really nice piece** from your goods for the raffle, decorating your booth in a harvest theme, or creating an altar of your choice for display (or to enter in the Altar Contest). This is an all-volunteer, non-profit community event, and we want to give the priority to those who share in these values. We are always open to suggestions to improve and would love to hear any feedback you might have on this. It is our goal to continue to celebrate the heart of our community at this event, and we look forward to welcoming you to the PPD team.

## Merchant Guidelines

- 1) The PPD Merchant coordinator, Jesse Coyote, and the event coordinator, KEATH, have responsibility and authority to enforce these guidelines and resolve any conflicts.
- 2) In accordance with The Pagan Pride Project mission, which is to educate the public about Paganism, vending should not dominate Pagan Pride Day, but rather complement all the free cultural and religious activities. Please bring a non-perishable food to support the First Unitarian Church Food Bank.
- 3) A merchant space is 10 X 10 Ft. Merchants who want a 'double' space (10 x 20 Ft.) need to rent two (10 x 10 Ft.) booths. The Merchant coordinator will limit the number of these 'double' booths. Merchants may use up to five feet behind their booth for storing extra merchandise. There may be additional fees for more than one side on a canopy or tent assessed by the City of Albuquerque. Please contact Jesse Coyote if you think

you will use more than one side. Merchants may start setting up at 6:30 am and should be completely set up by event's opening at 9:00 am. We request that all merchants stay until event's end at 6:00 pm.

- 4) All merchants must complete and submit a merchant registration form with accompanying payment.

**MERCHANT REGISTRATION CLOSES ON AUGUST 31, 2017.**

**Refund Policy: Merchants who withdrawn from our event need to notify us promptly, and no later than two weeks before the event for a full or partial refund.**

**Before August 31, a 100% refund may be given.**

**September 1 - September 10, a 50% refund may be given.**

**After September 10, no refund will be provided.**

**The merchant coordinator makes the final decision on all refunds.**

No one can register after August 31, because we must provide the City with a diagram of the site. Merchants not registered will be asked to leave the park. Merchants must limit their selling to within their booth.

- 5) Pagan Pride Day is a religious celebration of the wide diversity of beliefs and practices found among contemporary Pagans. For this reason, all merchandise offered by the merchants should respect this theme. However, merchandise need not be explicitly Pagan.
- 6) People attending Pagan Pride should feel confident that they are buying quality goods from reputable merchants. Handcrafted, new commercial products, as well as high quality used items are appropriate, if they are free of obvious rips, tears, scratches, dents or broken parts. The merchant and event coordinators have the authority to ask merchants to remove inappropriate items.
- 7) An inspection by the city of Albuquerque Fire Marshall is expected during the event. It is important to specify whether you will be using a canopy with one or no side, a canopy or tent with more than one side or no covering at all. The City of Albuquerque may assess merchants directly for multiple sides.
- 8) Should you be interested in becoming a Pagan Pride Day Sponsor, there are several choices available. Sponsors receive acknowledgement for their support as outlined in the sponsor form. Booth rentals are separate from sponsorships.
- 9) Merchants can register online and pay using their PayPal or other electronic account. Merchants do this by sending money from their bank to **admin@albuquerquepaganpride.org**. Depending on their bank, they may be able to use Popmoney, Wells Fargo Pay, or a similar service. PayPal charges us a fee, which we absorb. Please include your name and business in the **Memo line** so we can connect your payment with your completed application.

**Thank you for supporting Pagan Pride Day. Blessed Be!**

# Merchant Application - Albuquerque Pagan Pride Day

September 24, 2017 - 9:00 am – 5:00 pm

Bataan Memorial Park (Lomas & Carlisle, NE Albuquerque)

The merchant provides all tables, tarps, chairs, etc. for their booth. Please have sun protection, as it gets very warm in the NM sun! We will have several fire extinguishers set up in marked locations. The City of Albuquerque requires booth decorations to be non-flammable. Set up time is 6:30 am to 9:00 am. Priority is given to those who have vended here before.

**BE SURE YOU UNDERSTAND THAT MERCHANT REGISTRATION CLOSES ON AUGUST 31. REGISTRATIONS POSTMARKED AFTER THAT DATE WILL NOT BE ACCEPTED**

Business Name: \_\_\_\_\_

Owner(s) Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

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

Website Address: \_\_\_\_\_

City Business License Number: \_\_\_\_\_

License Expiration Date: \_\_\_\_\_

**Brief description of goods or services to be sold to be listed on the program:** (No hazardous or illegal materials may be present. Alcohol is prohibited in City Parks.) All merchants must have appropriate licenses.

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

Have you merchanted at Pagan Pride Day before (yes or no)? \_\_\_\_\_

If yes, please list the years you have vended at Pagan Pride

\_\_\_\_\_

Regular single booth 10 x10 Ft. (\$40.00 by 8/1/17, and then \$50.00 until 8/31/17).

Merchants wishing to have a double (10 x 20 Ft.) booth need to rent two single booths (10 x 10 Ft.) booths. The number of these 'double' booths will be limited by the Merchant Coordinator.

### Canopy Sides

- A canopy with one or no side
- A canopy or tent with more than one side
- No covering at all.

You cannot change the type of shelter after you register.

I have read the Pagan Pride Merchant Guidelines and agree to abide by its requirements: I also understand that officials from the City of Albuquerque may inspect my booth during the event.

**A "No Smoking" sign must be visible in each booth.**

I further affirm that I have and can provide proof of a City of Albuquerque business license, and a New Mexico tax (CRS) number. (No merchant is registered until this has been taken care of). To obtain a city license or NM tax ID no, visit <http://www.cabq.gov/dfa/treasury/business-registration-information/register-your-business>

I will bring at least one non-perishable food item for each booth participant for the food pantry. I will donate one item that reflects the items that I sell and is at least \$20 in retail value.

Albuquerque Pagan Pride or its members cannot be held liable or responsible or for any loss or damages that may occur during the event whether direct, indirect, general, consequential, incidental, exemplary, or special arising from or around said Albuquerque Pagan Pride activities, including but not limited to, all acts of the Goddesses and Gods.

Signature\_\_\_\_\_

Print Legal Name\_\_\_\_\_

Legal Business Name\_\_\_\_\_

ABQ Business License #\_\_\_\_\_Expiration Date\_\_\_\_\_

***Please submit a copy of your business license, no merchant application will be accepted without it!***

We prefer electronic payments using PayPal or another electronic service. Send payment to [admin@albuquerquepaganpride.org](mailto:admin@albuquerquepaganpride.org). List your name and business in memo line.

You can download this form, fill out all the blank spaces and email a completed copy to [admin@albuquerquepaganpride.org](mailto:admin@albuquerquepaganpride.org). You can also scan a legible copy of this form and email it to the same address as above.

**Alternatively, you may Return this form with a check or money order made out to: Albuquerque Pagan Pride Day**

Mail these to

Pagan Pride of Albuquerque, NM  
PO Box 40191, Albuquerque, NM 87196

For questions, contact us by email at [CsmicCyote@aol.com](mailto:CsmicCyote@aol.com) or call 505-379-8383.

*For Internal Use Only:*

Date application received: \_\_\_\_\_

Assigned Booth Number\_\_\_\_\_

Sponsor Level:

Website link or advertisement

# Advertising & Sponsorship Opportunities

## Sponsorship Opportunities

Take your Pagan Pride to the next level and be a sponsor of Albuquerque Pagan Pride Day!! Sponsors receive acknowledgement for their support as specified below.

**Star Sapphire/Performing Arts \$400.00**

Package includes a 10x10 booth, first choice of booth location (from available vendor spots), ½ page ad in the PPD Program, a 4' x 2' banner prominently placed in the Performance Area (which will feature many live entertainers and musicians), 5 live mentions of sponsorship throughout the event, name on the PPD flyer, and listing/link on PPD website. Banner requires two weeks' notice.

**Gallery Gold/Patron of the Arts \$350.00**

Package includes a 10x10 booth, second choice of booth location (from available vendor spots), ¼ page ad in the PPD Program, a 4' x 2' banner prominently placed in the Artisan Gallery (which will feature many forms of art created by local artists), 3 live mentions of sponsorship throughout the event, name on the PPD flyer, and listing/link on PPD website. Banner requires two weeks' notice.

**Silver Fairy/Kid's Korner \$300.00**

Package includes a 10x10 booth, third choice of booth location (from available vendor spots), 2"x2" ad in the PPD Program, a 3' x 2' banner prominently placed in the Kid's Korner (which will feature crafts, children workshops, parade), 2 live mentions of sponsorship throughout the event, and listing/link on PPD website. Banner requires two weeks' notice.

**Royal Bronze/ \$250.00**

Package includes a 10x10 booth, ¼ page ad in the PPD Program, a 3' x 2' banner prominently placed by the Pagan Pride Booth (which will feature scavenger hunt, raffles, May Royalty games), 2 live mentions of sponsorship throughout the event, and listing/link on PPD website. Banner requires two weeks' notice.

## Advertising Opportunities

### Program Advertising

Have your name remembered with an eye-catching ad in the PPD program. You must provide camera-ready art for ad, includes a link on our website.

- ¼ page vertical ad \$20
- ¼ page horizontal (business card) ad \$20.00
- ½ page ad \$35.00
- full page ad \$75

### Website Advertising

- Website listing/small ad/link on PPD supporters page with link to our page on your website \$25/year

Advertising specifications below:

# Advertising Specifications

**Full Page Ad  
5" wide x 8" long**

## **PDF & Design specs:**

Grayscale ads: 300 ppi. All elements grayscale

No crop or registration marks. Every display must have a border.

Send PDF or .tiff by email to [ramona.stipe@gmail.com](mailto:ramona.stipe@gmail.com)

You will receive a confirmation via email.

**1/2 Page Ad  
5" wide x 3.875" long**

**1/4 Page Vertical Ad  
2.375" x 3.875"**

**1/4 Page Horizontal  
(Business Card Ad  
2.375" x 3.875"**