

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 Competition on **October 14, 2018** and we invite you to come and share your unique Scandinavian craft, merchandise, Scandinavian delectable, Scandinavian non-profit organization and educational organizations. Even if you don't have a Scandinavian product, please reach out to us because we do not want to discourage vendors from participating.

We encourage you to support and participate with the Scandinavian theme and with Viking/Scandinavian costumes to enhance and support the Scandinavian experience. Your participation will help make this festival a successful event.

If you don't participate with festivals, we encourage you to be a sponsor and/or 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 anticipate this opportunity to make new friendships and learning about you and your products. Sharing about our Scandinavian culture, educational aspects and networking is how we support the Scandinavian community and our participants.

There are ongoing activities throughout the day for all ages and the activities, event schedule and more is on our website at vasapark.org/

- Water sports activities
- Breakfast served from 9:30 am to 11:00 am
- Scandinavian delights and beverages
- Catered lunch
- Swedish Meatball Competition at 12Noon and the public are the judges with 1st, 2nd, 3rd place cash winners. Meatball Contestants please register with Mary Wright at 951.316.4899 or email Mary.wright07@yahoo.com for a contestant application packet.

Booth spaces are 10' X 10' and are offered with or without equipment. Be sure to mark on the application form how many spaces you will need. If you need **special equipment such as electricity, and assistance with transportation to and from your vehicle** please indicate that on the form so we can accommodate your needs.

Advertisement opportunity and components:

- Complimentary Business Card Ad in our event program for each paid vendor
- Business listing in Vendor Index in program
- Sponsor
- Upgrade Ad – Deduct the \$25 ad comp/value from the upgraded ad size.
- Raffle opportunity with business recognition. This additional advertising exposure is available with providing a raffle item of \$25-50 value. The proceeds support the Viking Village Camp for youth that is held at Vasa Park in the summer.

Vendor Set-up time is 7:30 am. Your promptness is encouraged as the event activities begin around 9:00 am and opening ceremonies at 10:00 a.m. If you are a raffle sponsor you can drop it off at the raffle tent and sign-in your raffle item. Event ending time is approximately **5:00 pm.**

At the end of the day turn in your Vendor Participation Sales Report with a payment of 10% of your sales and deduct \$100 for the Vendor Booth Credit prior to making payment. The report will be collected by our Treasurer, Ann Heinstedt at the conclusion of the event or prior to exiting.

Enclosed is the Vendor Application/Reservation form for you review and reply. 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 September 28th or before and enclose payment or check payable to **Vasa Park Association**, for your booth reservation

Please be sure and include your updated business card with your application and if you would like to upgrade your ad to a larger size deduct the \$25 ad comp/value and pay the difference.

Please share this information with others that might be interested. We look forward to hearing back from you and for your participation at this annual event. If you have any questions please message me. Please refer to the website vasapark.org/ for the Vendor Application and for information about the event.

Warmly,

Linda Kosvic

Linda Kosvic
Vendor Coordinator
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Enclosed: Hostmarknad/Fall Market Vendor Application and Reservation
Hostmarknad Flyer 2018