

The Shamrock Farmers and Artisans Market Host Vendor Program

I. Introduction

Purpose: To encourage vendors to host custom events at The Shamrock Farmers and Artisans Market to maximize benefit to themselves and engagement with their vendor friends.

Benefits:

1. Host vendor receives waived fee.
2. Host is featured on The Shamrock website and social media page/s with links to personal store and highlighting business profile/story.
3. Host receives Market support for their event with advertising, promotion, and provision of light snacks and drinks on Market dates.
4. Host's guest vendors pay a low fee of \$10 for each space on the grounds for their customized event.
5. Host vendor can host as many market dates as desired on Saturdays throughout 2024. Other days of the week can be negotiated and access to water, electricity will be arranged. On-site support can only be guaranteed on scheduled market dates (Saturdays.)

Guidelines for Hosts:

1. Host vendor must recruit a minimum of 5 prepaid guest vendors on their date. Additional guest vendors are welcome; maximum space will be 20 tents! Vendor requests for your date that come through the market can count toward your minimum requirement. Five (5) prepaid vendors are required to hold the date.

All tent fees will be payable to ***The Shamrock Farmers and Artisans Market.***

2. Host vendors are encouraged to develop an event theme for their vendor fair and share with The Shamrock representative. The event will be published on The Shamrock website and social media. Host will share these events on personal/business social media outlets to expand promotion of customized events.

Host Vendor Checklist:

1. Select a date for the event.
2. Choose a theme for the market day.
3. Coordinate with market management for logistics and approvals.
4. Recruit a minimum of 5 guest vendors for the event. If new to The Shamrock, have them submit a new vendor application as found online at www.theshamrock-market.com.
5. Ensure guest vendors understand and meet the fee structure and market vendor requirements.
6. Share event details on host's social media platforms.

7. Encourage guest vendors to promote the event to their networks.
8. Set up and decorate host vendor's booth according to the theme.
9. Assist guest vendors with any questions or issues.

Market Support and Commitment:

1. Promote the event date of the host's customized vendor fair on the market's website and social media channels.
2. Feature the host on the market's website and social media channels, along with links to websites and online stores during the week prior to the host's customized vendor fair.
3. Promote in the local area.
4. Provide assistance on event days with set up and tear down if scheduled on a regular market Saturday.
5. Provide electricity and water access as needed on the day of event at no extra charge.
6. Arrange for the provision of light snacks and drinks for purchase by customers on Saturday market dates.
7. Manage any customer inquiries or issues during the event.

Fee Structure:

1. Waived space fee for host vendor. (Responsible for covering their own expenses; keep all profits from personal sales.)
2. Guest vendors pay a low fee of \$10 for a space on the grounds and keep all profits from their personal sales.

Summary:

We encourage our talented vendors to take advantage of the Host Vendor Program to showcase your products and create vibrant market events by partnering with your favorite vendor friends.

Contact Shamrock market management for any further inquiries or to sign up to host an event by email at sandy@theshamrock-market.com.

