



# VIKING — FEST —

## Vendor Handbook



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## **General Information**

### **Whitestown Parks and Recreation Mission Statement:**

*To enhance the lives of residents by creating experiences for all.*

### **Viking Fest Connection:**

Viking Fest aspires to enhance the community by providing a unique festival for the residents of Whitestown and beyond. Viking fest also strives to bring tourism to the community as well.

### **Whitestown Parks and Recreation Vision Statement:**

*To cultivate a safe, welcoming, and active community for our residents.*

### **Viking Fest Connection:**

Our Viking Fest is used to cultivate a welcoming environment for our residents and visitors alike.

### **Whitestown Parks and Recreation Staff**

- Dominic Cornett: Assistant Town Manager/Parks Director
- Ben Campbell: Operations Manager
- Ana Gruber: Event Coordinator
- Samantha Baker: Event Coordinator
- Bethany Hernandez: Event Coordinator
- Fred Mathews: Event Coordinator
- Kristian Leach: Maintenance Tech
- Anthony Duckett: Maintenance Tech
- Logan Pollock: Maintenance Tech
- DJ McFerson Jr.: Maintenance Tech

### **Point of Contact**

Samantha Baker is the direct contact for anything Viking Fest related. Please reach her at [sbaker@whitestown.in.gov](mailto:sbaker@whitestown.in.gov) or (765) 978-13752. If Samantha is unavailable, please contact Ana Gruber at [agruber@whitestown.in.gov](mailto:agruber@whitestown.in.gov) or (317) 650-1928.

## General FAQs

1. Am I required to have insurance?
  - a. Yes, all vendors must have a valid form of insurance with “Town of Whitestown” and Whitestown Parks Foundation” listed as additionally insured. The address is 6210 Veterans Drive Whitestown, Indiana 46075.
2. Can I dress in Viking attire?
  - a. Yes
3. Are pets allowed?
  - a. No, due to wildlife onsite. Only service animals are permitted.
4. Are weapons allowed?
  - a. All weapons must be peace tied
5. Where can I sign up for the keg toss?
  - a. At the entrance table
6. When is the keg toss?
  - a. Saturday April 26th at 4:00PM
7. Where is the keg toss?
  - a. It will take place in front of the stage
8. Is camping available?
  - a. Not for guests, but vendors are allowed to sleep in their booths overnight
9. What happens if it rains?
  - a. We are rain or shine, however if there is lightening or severe weather we will close and reopen if it clears up

## **Event Information**

### **Description**

Viking Fest is a ticketed 3-day festival located in Whitestown, Indiana. It is hosted by the Whitestown Parks and Recreation Department at Anson Acres Park. There are Viking-themed re-enactors in full garb attire swinging their weapons, Viking Villages, Artisans, live music, themed food, mead, and more! Strong men and women can take place in the Keg Toss competition. While the strong young Vikings can participate in an Iron Skillet toss competition.

### **Dates and Time**

- Friday April 25th, 2025: 4:00 - 9:00PM
- Saturday April 26th, 2025: 12:00 – 9:00PM
- Sunday April 27th, 2025: 12:00 – 5:00PM

### **Other Important Information**

- Viking Fest is held at Anson Acres Park: 4671 Anson Blvd Whitestown, Indiana 46075
- Tickets are \$7 a day and \$10 a day at the gate
- Children 2 and under are free
- Inflatables will close at dark Friday and Saturday evening
- Trash and bathrooms will be available on site.
- Tickets are non-refundable
  - Unless in the unlikely event that the entire festival is cancelled before the event date.

## General Vendor Information

### Vendor Application Process

To apply to be an Artisan, Food, or Entertainment vendor at Viking Fest vendors must:

1. Read this handbook carefully to ensure the products they wish to sell qualify for Viking Fest and develop an understanding of the rules and regulations of Viking Fest in Whitestown.
2. Apply to the appropriate application. Applications are online on our website at <https://whitestown.in.gov/community/parks-and-recreation/events/viking-festival/> or our town website [www.whitestown.in.gov](http://www.whitestown.in.gov), go to departments and click parks and recreation. Then click on our Viking Fest page. The application is clickable vendor application.
3. You will be contacted by a member of the Whitestown Parks and Recreation Team stating if you have been approved or denied.

We do not offer exclusivity for any vendor, company, brand, or products sold during the weekend of Viking fest. All vendors are expected to comply with the rules, policies, and guidelines described in this handbook. Acceptance to Viking Fest as a vendor and being allowed to return is based on each vendor's compliance with the event rules.

**Please allow 4 weeks for a team member to email you with the decision on your application.**

### Vendor Participation Options and Fees

Once you have been accepted to Viking Fest:

1. You will receive an email letting you know you have been accepted by a Whitestown Parks and Recreation team member.
2. The fee begins at \$175 for the weekend based on booth size. There is also a one-time charge of \$25 for electricity, if needed.
3. Payment options:
  - a. To pay via credit card, an invoice will be sent to your email from Commerce 360.
  - b. To pay via check/money order, **make payable to "Whitestown Parks Foundation"** and mail to 6210 Veterans Drive Whitestown,

Indiana 46075, Attn: Parks Department. Along with your name and business name.

4. All accepted vendors are required to have a valid form of insurance with “Town of Whitestown” and Whitestown Parks Foundation” listed as additionally insured. The address is 6210 Veterans Drive Whitestown, Indiana 46075.
5. The week of the event you will receive information about your booth location and other information regarding the weekend in an email.

### **Attendance and Tardiness**

Whitestown Viking Festival is committed to having a consistent, high quality, and friendly event for the community and its visitors. For us to achieve this goal, it is necessary that all vendors arrive promptly to each event day and are ready to begin selling at 3:45 PM for our 4:00 PM opening on Friday, April 25th. On Saturday, April 26th and Sunday, April 27th, all vendors must be ready to begin selling at 11:45 AM for our 12:00 PM opening time.

1. All vendors are required to participate in all three days of the event.
2. Vendors are required to arrive between either Thursday April 25<sup>th</sup> **9:00AM – 5:00 PM** or Friday April 26<sup>th</sup> **9:00 AM – 1:00 PM**.
  - a. **If you arrive outside of this timeframe NO STAFF MEMBER will be present to assist with your placement, and they are NOT AVAILABLE by phone.**
  - b. **Electricity is NOT available until Friday April 24th at 10:00AM.**
3. All vendors are required to be ready to sell when the event begins.
4. If a vendor is unable to participate in Viking Fest for a last-minute unforeseen reason, the vendor must notify the Whitestown Parks and Recreation staff as soon as possible after the emergency concludes.
  - a. The Whitestown Parks and Recreation Department does NOT offer refunds.
5. All vendors must act in a friendly way towards all patrons and staff.
6. Failure to follow these guidelines may lead to vendors being asked to leave for the remainder of the weekend and their application be denied in the future.

### **Booth and Equipment Information**

1. All booth spaces will be assigned by the Whitestown Parks and Recreation staff.

2. **Whitestown Parks and Recreation staff WILL NOT assist in the setting up or tearing down of your booth/area in any way.**
3. The vendor must supply all their own equipment such as tents, tables, table coverings, chairs, display cases/fixtures, signs, etc. Vendors must also supply their own weather protection equipment. All vendor equipment used must be in a clean and safe condition, glass display cases and other glass containers must be secured.
  - a. Please look at the following section for tent weight requirements.
4. We will have overnight police officers located at Anson Acres Park each night to prevent any theft, but the **Town of Whitestown, Whitestown Parks Foundation, and the Whitestown Parks and Recreation Department are not responsible for any lost, stolen, or damaged items.**
5. In consideration of the actions of other vendors and visitors, vendors must be in the boundaries of their space. No boxes, displays, signs, tents, or other vendors equipment or products may be extended into the common customer traffic areas or into other vendors booth spaces.
6. Vendors are continuously responsible for maintaining their space in a clean and sanitary condition.
7. Fire Extinguishers: All vendors who are cooking or heating food must have a fire extinguisher at their booth. Any vendors who are frying food in oil or grease must have a Class K fire extinguisher at their booth.
8. Booth Signage: Signage must include the vendor's business name and must be prominently displayed and visible during the event. All product prices must be adequately displayed.
9. Other signage and print materials: No signage or pamphlets are allowed that promote activities outside Viking Fest that are not related to the vendor business. This includes, but is not limited to unrelated commercial businesses, controversial topics, and political and/or religious affiliations.
10. Electricity: There is electricity available upon request. It is an additional \$25 fee for the entirety of the event.

## **Tent Weight Requirements**

Windblown tents, canopies, and umbrellas are the number one cause of injuries, but it can be prevented. We require every tent, canopy, umbrella, signage, and other forms of stall covers to be sufficiently and safely secured from the moment the stall cover is put up, at the start of Viking Fest, to the moment immediately before it is taken down, at the end of the festival. Tents and canopies are



considered sufficiently secured with at least 40lbs per leg and at least 50lbs for umbrellas.

1. All vendors tents and canopies must fit within their booth space.
2. Weights should be secured in a manner that does not create a safety hazard.
3. Weights should be tethered with lines that are clearly visible and will not cause a tripping hazard.
4. Weights should have soft edges to avoid causing cuts and scrapes.
5. Weights should be securely attached.
6. Weights should be on the ground (NOT above people's heads)
7. Tents can be left overnight at Viking Fest; they do not need to be taken down every night. We will have overnight police officers located at Anson Acres Park each night to prevent any theft, but the Town of Whitestown, Whitestown Parks Foundation, and the Whitestown Parks and Recreation Department are not responsible for any lost, stolen, or damaged items.
8. If tents, canopies, umbrellas, or signs are NOT adequately secured, the Whitestown Parks and Recreation staff will require the vendor to take them down. If these items need to be taken down in the middle of the event, vendors are expected to direct customers to a safe place so they will not be injured.
9. Safe and sufficient weights include:
  - a. Filling an empty paint can with cement and tying to each corner of the tent with a rope or bungee. Placing the can on the feet of the tent only is not sufficient.
  - b. Filling containers with sand/cement that can be anchored or secured with a rope or bungee. Again, any lines must be clearly visible and not cause a tripping hazard
  - c. PVC pipe capped and filled with cement must be hung on the inside of canopy poles and secured to the top braces of the canopy in a way that does not collide with customers or create hazards.
10. Insufficient or unsafe weights include:
  - a. Gallon water jugs.
  - b. Tying tents, canopies, umbrellas, etc. to tables, coolers, or vehicles.
  - c. Sandbags that cannot be set upright and securely tied to the tent or canopy cannot be used.
  - d. Stakes. Stakes should not be used to secure a tent. There is no digging in the ground as well.

## Set Up and Tear Down

1. All vendors are required to set up their own tent and displays.
2. Whitestown Parks and Recreation staff are not allowed to help any vendors carry, put up, or take down vendors' tents and displays.
3. All vendors can start arriving on Thursday April 25<sup>th</sup>, beginning at 9:00AM – 5:00PM.
4. To unload, vendors will enter at the entrance of Anson Acres Park. They will drive on the trail back to their assigned booth space. Then unload items into their designated booth space. Do NOT start setting up until after the vehicle has been moved to the vendor parking area. To exit after dropping off items continue following the trail around to the road and then park in the vendor parking area, then come back to booth space to set up.
  - a. Vendor parking area will be located in a designated area. Vendors will be notified of such area closer to the event date.
5. **For the safety of visitors and pedestrians, the entrance to Anson Acres will be closed for vendors at 3 PM on Friday April 25<sup>th</sup>, and 11 AM on Saturday April 26<sup>th</sup> and Sunday April 27<sup>th</sup>.**
  - a. The Anson Acres parking lot will be used for Accessible parking only. All visitors will be parking on the street. There will be a designated parking area for vendors.
6. Vehicles are NOT permitted on the grass, unless you are a food vendor located on the Southwest side of the park along Anson Blvd. Make sure your vehicle can make it through grass, if not please park your vehicle in the designated vendor parking area.
7. Vendors must have their tents and displays set up and ready to sell at 3:45 PM on Friday, April 25<sup>th</sup>, and at 11:45 AM on Saturday, April 26<sup>th</sup> and Sunday, April 27<sup>th</sup>.
8. Vendor booths must remain open and ready to serve visitors until the end of each day, 9:00 PM for Friday and Saturday, and 5:00 PM on Sunday.
9. Vendors may not start tearing down or packing up products until the conclusion of each day, 9:00 PM on Friday and Saturday and 5:00 PM Sunday.
10. Vendors must fully take down their tent and display immediately following the conclusion of the event on Sunday.

11. Vendors may not bring their vehicles into the event area until their booth is fully taken down and ready to be loaded including tent down, all products packed, signs removed, trash properly disposed of.
12. All booth areas must be left in good condition free from any trash or items left behind. Failure to follow this guideline could result in a fee.
13. Vendors will not be allowed to drive vehicles into the event space until 5:30 PM on Sunday April 27th or until the last visitor has left the event area. NO EXCEPTIONS.
14. Notify Whitestown Parks and Recreation staff if you are missing or forget anything at the conclusion of the event on Sunday.

### **Selling Products at Viking Fest**

1. Products: Vendors must list all products they wish to sell on their application. Any additional products must be approved by Whitestown Parks and Recreation staff at least two weeks before Viking Fest.
2. Pricing/labeling: Vendors must accurately represent their products to the public with prices and proper labeling. All items must be clearly priced.
3. Sales staff: Person's selling a vendor's products at Viking Fest must be a vendor, a member of the vendor's family, or a paid employee who participates in the production of the products being sold. Persons selling at Viking Fest must be able to accurately answer questions about how products are made. Minors (under 18 years) working or otherwise staying at the vendor booths must always be supervised by an adult (18 years or older).
4. Hawking: Vendors are not permitted to "hawk" their products or harass customers in anyway.
5. Music: Whitestown Parks and Recreation provides and facilitates all music and entertainment that occurs at Viking fest. There is no playing of CDs, digital music, etc. at vendor booths without permission from the Whitestown Parks and Recreation staff.
6. Health Department:
  - a. For all food vendors, we require a Boone County Health Department permit.
  - b. Food vendors if you have questions about the Boone County Health Department, please contact Suzanne Cline at [scline@co.boone.in.us](mailto:scline@co.boone.in.us).
7. Sales tax: Vendors are responsible for collecting and remitting sales tax on all non-food items.

8. Selling out: Should a vendor sell out of a product at any time prior to the close of Viking Fest, they must maintain their booth in full set up. Please feel free to hang a sign that indicates you are out of a product. However, you are not permitted to tear down your booth or vacate your booth space until the event concludes on Sunday.
9. Close of event: Vendors are required to stop selling at the close of the event each day at 9:00 PM on Friday April 25th and Saturday April 26th, and then Sunday April 27th at 5:00 PM.