

# 2018 TAOS WOOL FESTIVAL VENDOR INFORMATION



## **MAVWA HISTORY and MISSION**

In the early 80's Christian Community Services in Alamosa, CO created the Wool Products Association, which was incorporated as the Mountain and Valley Wool Association (MAVWA) in 1983. The original goal was to provide networking and educational support for wool producers and crafts people of the Upper Rio Grande region of southern Colorado and northern New Mexico. MAVWA's definition of wool later expanded to include the wool or hair of any animal, and its sphere of influence eventually expanded to include all of Colorado, New Mexico, and Texas. The MAVWA mission today is the same as it always has been: to support our region's animal fiber industry. MAVWA provides its members with marketing, advertising, networking, and educational opportunities via: the Taos Wool Festival, a website ([taoswoolfestival.org](http://taoswoolfestival.org)), a Wool Festival program / MAVWA directory, newsletters sent to the membership, and classes.

In the Fall of 2016, MAVWA was granted non-profit status and is now a 501c3 organization.

## **WOOL FESTIVAL PRODUCTION**

The Festival is produced by the MAVWA Board of Directors, MAVWA staff, and volunteers.

## **WOOL FESTIVAL LOCATION**

The Festival is in Kit Carson Memorial Park, on Highway 64 in Taos, New Mexico.

## **WOOL FESTIVAL CALENDAR for 2018**

**Vendor applications** are due by **Monday, April 2nd, 2018.**

- The online application will close at 11:59 pm MST on April 2nd.
- Late applications will not be accepted.
- Mail in applications must be postmarked on or before April 2nd to meet the deadline.

### **Vendor setup**

- Friday, October 5th, 8 AM until dark; and
- Saturday, October 6th, 7AM to 9 AM.

### **Festival Hours:**

- Saturday, October 6th, 9 AM to 5 PM, and
- Sunday, October 7th, 9 AM to 4 PM.

## **WOOL FESTIVAL VENDOR APPLICATION PROCESS**

Only MAVWA members are eligible to apply to be Wool Festival vendor. A family, a livestock association, or a guild is one member, and may apply as a single applicant. Two or three members may apply to share one vendor space, but each must submit a separate application.

If you are not a current member, you must submit your membership before proceeding. Please go to <http://taoswoolfestival.org/membership/> to submit your membership application before proceeding.

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## WOOL FESTIVAL VENDOR SELECTION PROCESS

The MAVWA jury committee awards vendor space based on the following criteria (NOT in any particular order):

- Applicant's involvement in the Colorado / New Mexico / Texas animal fiber industry. Residents of CO, NM, and TX are given higher priority; residents of other states are given lower priority. Animal fiber grown, processed, and/or crafted within our region has higher priority; animal fiber grown, processed, and/or crafted outside of our region but within the U.S. has lower priority. Animal fiber receives higher priority than nonanimal fiber.
- Applicant's involvement in MAVWA. Those who have participated in MAVWA - as members, vendors, instructors, staff, volunteers, financial contributors, etc. receive higher priority.
- Applicant's attitude and compliance with MAVWA regulations.
- Value added by the applicant to purchased fiber.
- Diversity contributed to the Wool Festival by the applicant's merchandise.
- Quality of the applicant's merchandise.
- Presentation of the applicant's merchandise.

## Membership Requirements

- Vendors must be active members prior to applying for a vendor booth
- MAVWA Membership Fees are as follows:
  - Individual - \$35
  - Group - \$60
- Apply for membership [here](#) or <http://taoswoolfestival.org/mavwa-membership/>
- Membership dues are deposited upon receipt and are not refundable.
- Memberships that were renewed or paid after October the prior year, are valid through December 31 of the following year. (example - membership paid in October 2017, membership is valid through December 31, 2018.)

## PAYMENTS and REFUNDS

**Vendor Booth Fees** - All booths are 10' x 20' spaces

- Single Vendor booth - \$400
- Shared Vendor booth (with 2 total vendors sharing) - \$300 each vendor
- Shared Vendor booth (with 3 total vendors sharing) - \$225 each vendor

- Vendor fees will be requested after the vendor has been juried into the festival. Notifications will be made the first week of May 2018, allowing a minimum of two weeks for vendor booth payment. Failure to pay vendor booth fees by the deadline will terminate your acceptance and automatically open your space to a vendor from the waitlist.
- If a vendor cancels after acceptance to the Wool Festival, vendor fees will be refunded on the following schedule:
  - Prior to July 1<sup>st</sup>: all vendor fees except \$50.00 will be refunded.
  - Between July 1<sup>st</sup> and August 15<sup>th</sup>: all vendor fees except \$150.00 will be refunded.
  - After August 15<sup>th</sup>: no fees will be refunded

## Sponsorship and Donations

- Sponsorship and Donations are tax deductible and nonrefundable. Your invoice will be your receipt.
- See page 6 for more details.

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## TOWN OF TAOS SPECIAL BUSINESS LICENSE

- TOT Special Business license fees are included in the vendor booth fees.
- Please download (right click, 'save link as') and complete the [Town of Taos application](#) (pdf) to attach to the application.
- A New Mexico CRS ID (NM Tax ID) number is required and may be obtained through this link: [NM CRS](#)

## PROVISIONS for WOOL FESTIVAL VENDORS

MAVWA provides vendor spaces (10' wide by 20' deep) from Friday morning through Sunday evening.

MAVWA provides security from Friday morning through Sunday evening.

MAVWA provides electricity ONLY to food vendors.

MAVWA does NOT provide canopies, tables, or chairs.

MAVWA does NOT provide WiFi access.

MAVWA does NOT assume responsibility for loss or damage of any kind sustained by vendors.

## TENT RENTAL OPTIONS AVAILABLE

Tents may be rented through the same company that MAVWA uses for the big top tents. This information will be communicated at time of vendor acceptance.

If a tent is rented, the vendor is responsible to ensure the tent is acceptable and set up in the proper location.

Rented tents through the same company MAVWA uses will be set up on THURSDAY. It is the vendor's responsibility to be present and verify the tent is acceptable.

If another rental tent company is used, please set up on FRIDAY. Vendor is responsible for ensuring tent company abides by all park rules, including no driving on the field.

Any questions about the application form should be asked before submission of the form. Contact [vendorinfo@taoswoolfestival.org](mailto:vendorinfo@taoswoolfestival.org).

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## REQUIREMENTS for WOOL FESTIVAL VENDORS

### Conduct and compliance:

The MAVWA board of directors is committed to making the Wool Festival a positive experience for all. Vendors are expected to conduct themselves appropriately, with consideration towards other Vendors/MAVWA members and to comply with all MAVWA requirements.

### Taxes:

Every vendor must have a New Mexico Department of Taxation and Revenue C.R.S. tax I.D. number, and must collect sales tax at the Wool Festival and pay the collected taxes to the State of New Mexico.

### Booths:

1. All structures and displays must be well constructed and able to withstand wind, rain, and snow. Vendors may be held liable for injury and/or damage caused by tents or other property.
2. Every booth and its contents are expected to be tidy, in good taste, and generally attractive.
3. Every booth and all its merchandise, displays, fixtures, furniture, and equipment must be contained within that booth's allotted space.
  - a. Vendors may use available space behind their booth for storage only, and may not obstruct the asphalt walkways.
4. Every vendor must display a sign or signs indicating the name of the vendor's business, a booth number sign (provided by MAVWA), and a Town of Taos business license (provided by MAVWA).
5. A vendor may display a sign or signs indicating sale prices for specific items in that vendor's booth, but may not display a sign or signs indicating sale prices for all or most of the merchandise in the booth.

### Booth Contents:

1. All goods offered for sale must be owned by MAVWA members.
2. All merchandise must belong to one or more of the following categories:
  - a. Fiber animal products (examples: wool, pelts, horn, milk, and meat, and products made from these things);
  - b. Equipment, materials, and supplies used for creating animal fiber products (examples: spinning wheels, looms, knitting needles, dyes, buttons, books, patterns);
  - c. Items that are neither of the above but that promote the animal fiber industries (examples: photos, paintings, drawings, jewelry, etc. depicting fiber animals; accessories such as shawl pins). Promotional T-shirts may not be offered for sale by any vendor other than MAVWA.
3. Fiber and fiber products may not be purchased and offered for resale unless value has been added to the fiber by the vendor through spinning, dyeing, knitting, felting, etc.
4. Every item of fiber merchandise (with the exceptions noted below) must be all or predominantly animal fiber, and must promote, emphasize, and be "about" the animal fiber.
  - a. "Animal fiber" is defined by MAVWA as the wool or hair of any animal. "Predominantly" animal fiber means having enough animal fiber to look and feel more like animal fiber than other fiber; or contains more animal fiber by weight.
  - b. Fiber merchandise may contain silk, plant fibers, synthetic fibers, and other materials in supporting roles. Examples are silk warp, synthetic stuffing in items covered by wool fabric, and cotton covers on wool-filled bedding.
  - c. 100% silk and 100% cotton items are not acceptable.

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5. Exceptions to #4 (above):
  - a. Nuno felting: The amount of animal fiber should be at the discretion of the artist; however, the Nuno felted items should visually contain at least 25% animal fiber.
  - b. Bags and baskets made from plant or other nonanimal fibers may be offered for sale if they are accessories to equipment or kits, and if they are displayed inconspicuously.

## **Animals:**

Rabbits, dogs, and other animals are welcome *in* vendor booths, on the condition that vendors confine or leash and clean up after all animals in their care, and remove any animal(s) deemed problematic by the Wool Festival Board of Directors or the Town of Taos.

## **Business Hours:**

All booths are to be open for business during the Wool Festival's stated business hours. Vendors may not set up, break down, or give the appearance of doing either, during business hours.

## **Cleanup:**

On Sunday, all Vendor booth areas are to be free of trash and other materials (including zip ties), except for cardboard boxes, which may be left (broken down) in booth spaces or by trash cans, and all vendors departed by 7:00pm.

**Failure to comply with booth requirements, set-up, and take down rules may result in non-acceptance in the festival in future years.**

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## SPONSORSHIPS and DONATIONS (Optional)

If you would like to sponsor or donate to MAVWA your options are listed below.

- You may elect to pay for your sponsorship in advance by printing this page and mailing to the MAVWA Treasurer, Kimberly Perkins, 7038 Frelinghuysen Street North, Fort Garland, Colorado 81133. Checks payable to MAVWA, or
- You may elect to be invoiced and pay later based on your vendor application. If you elect to pay later, your pledged Sponsorship or Donation will be invoiced along with your vendor notification in early May.

### Sponsorships

<b>Platinum</b> -----	<b>\$500.00</b>
– Recognition Banner	
– Recognition on Facebook	
– Business card-sized Directory ad or equal value toward larger ad	
– Listed in the TWF Program as a sponsor	
<b>Gold</b> -----	<b>\$300.00</b>
– Recognition Banner	
– Recognition on Facebook	
– Listed in the TWF Program as a sponsor	
<b>Silver</b> -----	<b>\$200.00</b>
– Recognition Banner	
– Listed in the TWF Program as a sponsor	
<b>Bronze</b> -----	<b>\$100.00</b>
– Listed in the TWF Program as a sponsor	

### Donations

Donations to the **General Fund** go towards the overall production of the Wool Festival. This includes, but is not limited to, advertising, rental of equipment and park facilities, awards, and administration costs.

I would like to donate to the MAVWA General Fund (insert amount you want to donate) \$ \_\_\_\_\_

### Volunteer with MAVWA

*Please check:*

- \_\_\_\_\_ Donate an item worth at least \$40 to the Silent Auction
- \_\_\_\_\_ Bring an animal or animals and/or pens for the Critter Showcase
- \_\_\_\_\_ Help with Festival set-up\*
- \_\_\_\_\_ Help with Festival break-down\*
- \_\_\_\_\_ Staff the Silent Auction or the Fleece, Yarn, or Garment and Home Accessory Show\*
- \_\_\_\_\_ Demonstrate or lecture in the Demonstration Tent\*
- \_\_\_\_\_ Do something else ( \_\_\_\_\_ )

\*Please indicate the name and contact information for the individual(s) who will be Volunteering for one of the areas listed above: \_\_\_\_\_