



***New Jersey Renaissance Faire  
Merchant Handbook***

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## **Mission Statement:**

It is very important to us to create for our patrons an immersive environment and the experience of a village in the English Renaissance time period. As a Merchant, we ask and require your help in creating this illusion of a 16th Century Country Faire. It is your responsibility as a merchant cast member to help us create this magical environment of our fantasy village of Crossford for our guests. This guidebook is here to help you join us as an integral part of our shire.

Our cast includes our actors, independent performers, staff and YOU! We are excited to have you as a part of our show and hope that you find your time with us to be a wonderful and profitable experience.

Our rules and policies are included in this handbook. It cannot cover everything that may arise during the course of a day in an outdoor theater environment. It is here to summarize or highlight current policies and practices for merchants.

And please, if you have any questions always feel free to contact your Merchant Coordinator.

None of the policies in this handbook are intended to give rise to contractual rights or obligations or to be construed as a guarantee of continuing participation for any specific period of time or any specific type of agreement. All policies are subject to change with or without notice.

# The History of the New Jersey Renaissance Faire

**The New Jersey Renaissance Faire** was conceived in 2009 by T.J. Miller, John Williams and Phil Leipf. Their mutual love of Renaissance Faires as a way to touch and engage an audience brought them as if by the magic of Crossford Woods to Liberty Lake Day Camp, (the original site of the faire) and to Andy Pritikin. The magic swept him in as well for he had only seen his first Renaissance Faire that very year. Two years later, in 2011, master glass blower Jason Klein joined the family with a unique vision and experience from the merchant side of things. Since then, we have seen our small team grow to include an Education Department, Marketing Department, and even now a Stage Management Team!

## Merchant Coordinator

All questions concerning the policies in the New Jersey Renaissance Faire Merchant Handbook should be directed to our Merchant Coordinator, Amanda Young-Moya.

Email: [Amanda@NJRenFaire.com](mailto:Amanda@NJRenFaire.com)

Contact Number: 512-740-6728

## Further Questions Contact:

TJ Miller, owner/director

Email: [TJ@NJRenFaire.com](mailto:TJ@NJRenFaire.com)

Elizabeth Piston

Email: [Admin@NJRenFaire.com](mailto:Admin@NJRenFaire.com)

## Deliveries

### Business/Shipping Address:

Any mail or deliveries should be addressed as follows:

{Merchant Name}

% NJ Ren Faire

28 Washington St, Box 623

Mt. Holly, NJ 08060

For large shipments\*, please ship to:

{Merchant Name}

% NJ Ren Faire

1195 Florence-Columbus Road

Bordentown, NJ 08505

**\*Please email us ahead of time for any expected shipments to look out for.**

Address emails to: [Andy@NJRenFaire.com](mailto:Andy@NJRenFaire.com) and [TJ@NJRenFaire.com](mailto:TJ@NJRenFaire.com),

**cc:** [Admin@NJRenFaire.com](mailto:Admin@NJRenFaire.com)

The New Jersey Renaissance Faire and Liberty Lake Day Camp are not responsible for any packages or deliveries made to site. Merchant agrees to hold harmless New Jersey Renaissance Faire, Liberty Lake Day Camp, and Burlington County Fairgrounds for any damaged or lost deliveries.

\*Merchants shall advise all suppliers that vendor trucks are only allowed on permitted areas of the Faire site.

## General Information

2024 Faire Dates:

**Weekends:** May 18-19, 25-26 & June 1-2, 8-9, 2024 (10 AM – 6 PM, rain or shine)

Student Day May 31 (9 AM – 2 PM, rain or shine)

Merchants must be set up, open, and in costume 30 minutes prior to the opening of each Faire day. Merchants are required to be open throughout the entire festival day, until closing canon and the “all clear”. Vehicles are **required** to be off site, 1 hour prior to opening and cannot re-enter Faire grounds until the “all clear” from the Security Team.

## General Policies and Procedures

### CHECK IN

When you arrive at Burlington County Fairgrounds, immediately contact the Merchant Coordinator to facilitate set up and unloading. The Merchant Coordinator will guide you to your reserved Faire site. Do not drive on the grass. Drive on designated paved walks or driveways where possible to reach your designated space.

### SET UP AND TEAR DOWN

Merchants may begin setting up their booths seven days prior to the festival opening. Any access to the site prior to that date requires prior approval from the Merchant Coordinator. **All booths must be set up completely by 9 AM on Opening Day.** Tear-down may begin on the final day of the Faire after the gates close. All tents and property must be cleared from the site five days after the festival closes.

**Please note:** Burlington County Fairgrounds and / or New Jersey Renaissance Faire reserve the right to deny vehicle access to a booth depending on weather, location, property conditions, etc. Please plan to have a hand truck or cart to deliver items if necessary.

**Please note:** Merchants should come prepared with all appropriate stakes, tent weights, extension cords, water hoses, electric plugs, etc for their booth. Some areas cannot be staked and wind conditions at Burlington County Fairgrounds can be severe. New Jersey Renaissance Faire and Burlington County Fairgrounds **will not** provide these.

### BOOTH SPACES

Your booth must fit within the measurements you requested and paid for. The size of the assigned space will correspond with what you listed on your application. Merchants are responsible for setting up their own booths. All booths must have a Renaissance appearance, including decorations, signs, tables, etc. All modern metal (including aluminum tent poles) **MUST** be masked or securely covered and utilizing period materials such as burlap, tapestry or some other period fabric. Plastic coolers and cases must be covered. Booths are expected to have visible period signage. Booths must be open for business and decorated appropriately at all times during Faire operating hours, rain or shine.

Merchants are responsible for keeping their area clean during and after the show. Please provide your own rubbish barrel for use inside your booth.

***Please note:*** The Merchant Coordinator will inspect booths at daily intervals to assure that all merchandise displayed or on sale was previously approved during the application process. Any merchant not adhering to these rules will be documented. New Jersey Renaissance Faire reserves the right to remove a merchant without prior notice for non-compliance with approved application and without refund of any fees.

## **INSURANCE**

Proof of insurance is mandatory for all merchants. All merchants shall provide the Faire with proof of a general liability insurance policy no later than 30 days prior to opening unless otherwise arranged with the Merchant Coordinator. Both the New Jersey Renaissance Faire and Burlington County Fairgrounds must be named as the Additional Insured on the Certificate of Insurance. This certificate needs to cover the period from first arrival on the property to the final removal of all merchandise, booth tents and personnel from the Faire site, not just the dates of the Faire. Please see your contract for more details.

## **NEW JERSEY SALES TAX**

It is the responsibility of all merchants to be registered by the state of NJ by 15 days before engaging in business activity, and must have NJ Business Registration Certificate on hand in case of inspection. If you are not registered, you can easily do so online:

<https://www.nj.gov/treasury/revenue/busregcert.shtml>

All Merchants must supply a copy of their NJ Sales Tax permit to the New Jersey Renaissance Faire no later than 30 days prior to opening. The NJ Department of Revenue will be given a list of participating merchants before the event. All merchants are responsible for keeping track of their sales and remitting the required NJ Sales Tax. The State of New Jersey's Sales and Use tax rate is 6.625%

## **PETS**

Any Merchant or merchant employee interested in bringing a pet on site must obtain prior approval from the Merchant Coordinator. Any Merchant or Merchant employee wishing to bring a pet on site must provide a current certificate of vaccinations or veterinary papers to the Merchant Coordinator prior to the pet's arrival on grounds. All pets must remain on a leash or in a cage **at all times**. Merchant and

Merchant employees are responsible for all clean up related to their pet. Merchant and Merchant employees assume all risk and liability associated with damage or injury caused by their pet.

***Please Note:*** The Faire reserves the right to remove a pet with or without prior notice for behavior deemed in conflict with the Faire.

## **SMOKING POLICY**

Burlington County Fairgrounds property is a no-smoking site, except for designated areas. Smoking/Vaping is only permitted in designated areas on a Faire day. These areas will be explained by the Merchant Coordinator on arrival at the Faire.

## **ALCOHOL/ILLEGAL SUBSTANCES**

No one under the legal drinking age of 21 will be permitted to consume or purchase alcohol at any time. Any visible intoxication or inappropriate behavior due to alcohol consumption will result in immediate removal from the Faire grounds. The use/possession of an illegal substance on the property by any one at any time is strictly prohibited and will result in immediate removal from the grounds and revocation of booth privileges without refund of any fees.

## **SECURITY**

During Faire days, professional security staff is on site. The Faire does not provide security on non-Faire days or overnight. The New Jersey Renaissance Faire, Burlington County Fairgrounds or our contracted professional security agency are not responsible or liable for any items, merchandise or valuables left on the site at any time. The property gate is closed and locked between 7pm and 7am on non-faire days, and 8pm to 6am on Faire days.

***Please note:*** During the weekdays, the property is an event site for other small gatherings. There may be groups of people on the property who are from other organizations so please secure your valuables and take valuables you wish to protect with you.

## **AFTER HOURS OF OPERATION**

No Merchants are permitted on site after 8 PM and prior to 6 AM on show days (7 PM to 7 AM on non-show days) without prior approval from the Merchant Coordinator.

## **WEATHER**

The Faire is held rain or shine. In the event that the Faire must close due to weather, you will be notified. Weather closing announcements will be made when necessary by the Merchant Coordinator or other Faire staff. It is the Merchant's responsibility to ensure that all of Merchant employees have vacated the grounds.

## **MERCHANT MEETING**

The Faire requires all Merchants to attend any meetings called by the Merchant Coordinator. These will be called as needed by the Merchant Coordinator and will occur before the Faire opens on any or every day of operation.

## **PHOTOS, IMAGES AND LIKENESSES**

The Merchant understands that they or their employees may appear in photographs, video, film, recordings and the like in connection with participation at the Faire. All Merchants, and their employees, hereby consent to the use of any such audio or visual portrayal of the Merchant or their booth by the Faire, without compensation, for advertising, marketing or any other purposes. The Merchant also agrees that any of such portrayals are the sole property of the New Jersey Renaissance Faire. The Merchant will not use any logos, trademarks or service marks of the Faire, or any similar names, logos, trademarks or service marks, without the express written permission of the Faire.

## **MINORS**

Merchant agrees that all minors under 16 years of age are the responsibility of the Merchant and must be properly supervised at all times by a responsible adult while on the Faire site.

## **VIOLENCE/SEXUAL HARASSMENT POLICY**

The Faire will not tolerate any form of violence or sexual harassment committed by or against any Merchant, staff member, patron or employee. These acts will result in immediate termination of Merchant agreement with the Faire without refund of fees.

## **TRASH**

Merchants must provide their own trash receptacles and bags for their booths. Trash will be collected throughout and at the end of the Faire day from receptacles placed on the site. Merchants must break down any and all cardboard waste. Any waste generated by the booth is ultimately the responsibility of the Merchant to bring to appropriate dumpster location. Do not dispose of non-Faire generated trash in any on-site garbage receptacle.

***Please Note:*** Violations of trash policy may result in fines levied on the Merchant.

## **DISMISSAL**

If any Merchant displays any conduct considered dangerous or inappropriate by the Faire, and is considered to be inconsistent with the mission and objectives of the New Jersey Renaissance Faire, the Faire management reserves the right, in its sole discretion, to dismiss any Merchant and/or terminate the Merchant contract at any time and with no prior warning for any violation of New Jersey Renaissance Faire policy, procedure or guidelines.

## **Costume Guidelines**

Merchants and all merchant's employees are required to be in appropriate costume of the Middle Ages and Renaissance during all open hours of the Faire. Keep in mind, the NJ Renaissance Faire is a family-oriented event so no overly revealing outfits will be permitted. The Faire has the right to refuse participation to any Merchant or Merchant employee who is not properly costumed. If you have questions about appropriate Renaissance Faire attire please have your costume approved by the



Merchant Coordinator. All merchants and merchant employees should stay in character throughout the Faire day, avoid modern conversations about contemporary topics, and limit device usage.

**Some costume suggestions for Merchants and employees include:**

**Women:** bloomers and corsets as undergarments. Chemise, peasant shirt, bodices, waist cinchers can be worn. Ankle length skirts, accessories including aprons, hats, head wraps, or cloaks. Please wear period appropriate footwear. Avoid laces, buckles or modern fabric.

**Men:** peasant or poet shirts, breeches, jerkin, drawstring pants, doublet with detachable sleeves or a vest. Accessories: aprons, belts, pouches, period appropriate hats, gloves, etc. Please wear period appropriate footwear, try to avoid laces, buckles, modern fabrics. Boots or moccasins may be a good choice. Natural earth tones and colors are preferred.

## **Anachronisms**

### **PERIOD WEAPONS**

**Costuming:** All weapons that are a part of a costume must be peace tied to a sheath so as not to be drawn during the Faire day.

**Sales:** All merchants selling period metal weapons on site must wrap them securely so as to prevent their use or causing damage to patrons or customers. If the customer wishes to wear the purchased item as part of their costume, it is the responsibility of the merchant to make sure the period weapon is securely peace tied and not drawable.

### **CELL PHONE USE**

During the open hours of the Faire, Merchants and Merchant employees are not permitted to text, talk, use Bluetooth or otherwise use modern cell phones or communication devices. Merchants can use cell phones or tablets to take payments for wares and merchandise. Please make reasonable attempts to “hide” these devices in wood, leather, or other period plausible materials.

## **Parking and Participant Passes**

### **PARKING**

Merchants are required to park in designated areas with permit visible to attendants. Permit will include owner’s name, phone number, and booth so that, if necessary, you may be reached during a Faire day. No merchant may double park or block access to the parking areas. Parking at the Faire is at the risk of the Merchant. The New Jersey Renaissance Faire/Burlington County Fairgrounds is not responsible for any theft or damage to any Merchant’s car or its contents while on the property. Overnight parking is by prior approval ONLY. Vehicles left on the grounds overnight may be towed at the owner’s expense.

### **PARTICIPANT PASSES**

Participant passes will be issued to all Merchants and Merchant employees. Please have these passes on your person at all times when on the Faire grounds. Security and Faire staff may ask for Faire passes at any time. If you do not have your pass, you may be asked to leave the Faire grounds.

## COMP PASSES

Please consult the Merchant Coordinator for any complimentary pass needs. Passes are given out at the Merchant Coordinator's discretion.

## Food and Concession Merchants

Food vendors must adhere to health/hygiene requirements set by the NJ State Department of Health and Human Services. Food vendors must apply to the Burlington County Health Department **10 business days prior to the opening of the event**. An inspector will be present on the first day of the Faire before the show opens to ensure all food vendors adhere to the guidelines. Food vendors who cannot meet health/hygiene and fire safety requirements will have to leave the Faire with no refund of merchant fees.

Food menus including beverages and prices must be submitted and approved with the Merchant Coordinator no later than March 1 of the current year. These will be reviewed by the Merchant Coordinator and approved / denied accordingly. Menus will be reviewed annually. The menus and pricing will be set at the start of the Faire and may not change without written consent of the Merchant Coordinator. Prices must be posted at all times. Food storage units and trailers may not be permitted in certain areas. Please contact the Merchant Coordinator for more information as necessary.

Bottled and canned drinks will be sold by food merchants for the 2024 season. All prices must be the same to avoid confusion for patrons.

Any dishes or equipment can only be cleaned in designated areas. Ask the Merchant Coordinator for details.

## REMOVAL OF COOKING OIL AND GREASE

DO NOT dump cooking oil or grease down any drain on site. Cooking oil and grease must be disposed of on a daily basis and not stored inside a Merchant booth. Cooking oil and grease must be disposed of in approved containers and following guidelines set by the Burlington County Health Department. For more information, please contact the Merchant Coordinator.

## BURLINGTON COUNTY HEALTH DEPARTMENT

Mobile Retail Food Establishment Applications are required for all food merchants. Applications can be found online at <http://co.burlington.nj.us/391/Retail-Food-Program>

**\*\*Applications MUST be submitted no later than 10 business days prior to the event.\*\***

***Please note:*** This application may also need to be signed by New Jersey Renaissance Faire or Burlington County Fairgrounds, so please plan ahead.

## **Fees and Costs**

### **BOOTH FEES**

Booth fees are based upon the size needed for each reserved space. All Booth Fees are due prior to April 1 of the current season, unless previously arranged with the Merchant Coordinator. Merchants are responsible for notifying the Merchant Coordinator prior to arrival on the property if any additional space will be needed for their booth. Please refer to the contract for more details.

Merchant Booth - \$20 / frontage, \$12.50 / depth based on square footage

Strolling Merchants: With Booth - \$200 plus Booth Fee, Without Booth - \$250

Food / Games / Strolling Vendors - Booth Fee plus 12.5% of total sales

### **Information for Overnight Camping**

***Bamboo Gardens campsite is located a short drive from the fairgrounds. There will be NO CAMPING at the Burlington County Fairgrounds in 2024.***

Address: 134 Landing St, Southampton Township, NJ 08088

Phone: (640) 529-4030 - Anna

\$150 per NJRF reserved spot for 2024 season (regardless of length of reservation)

### **Additional Information and Rules**

1. No firearms or fireworks (of any type) are permitted.
2. PETS - Pets are the full responsibility of the owners and are liable for cleaning up after them, keeping them leashed, crated and well behaved on the grounds. New Jersey Renaissance Faire and Burlington County Fairgrounds reserve the right to remove pets from grounds if deemed necessary, including if it bites anyone. If you don't need to bring your pet, please leave it home.
3. Children under 16 years of age must be supervised AT ALL TIMES.
4. NO ILLEGAL DRUGS WILL BE TOLERATED. No T-Shirts depicting drugs, alcohol or violence.
5. Speed limit on grounds is 5 MPH. Please note that vehicles will need to be kept in the participant parking lot when not loading or unloading at a designated booth location.
6. This is a carry-in, carry-out, leave no trace situation. All garbage must be bagged, tied and deposited in dumpsters. No dumpster diving. Grease or other liquid waste must be put into containers and disposed of properly.
7. Absolutely NO dish washing or disposing of liquid waste in bathrooms sinks.

## NJ Ren Faire Camping Form and Agreement

***PLEASE NOTE: THERE WILL NOT BE ANY CAMPING ON THE BURLINGTON COUNTY FAIRGROUNDS PROPERTY.***

Name: \_\_\_\_\_ Merchant Booth: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Camping locations/sites are “primitive style” and will be allocated on a first-come, first-served basis, once payment is received. No sites will be issued until payment is received in full.

### **Camping Fees Payable to New Jersey Renaissance Faire**

Shower Pass ONLY: \$50 for showers only for season

Camping (including Shower Pass): \$150 for season

Electricity (if available and approved): discretion of Bamboo Gardens based on amperage needed

PETS must have current vaccination records and must be registered with Bamboo Gardens.

**Camping Dates (M/DD - M/DD):** \_\_\_\_\_ **Tent / RV size:** \_\_\_\_\_

**Electric Amperage needed (if applicable):** \_\_\_\_\_

### **Emergency Contact:**

Name: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

1. Camping participant(s) agree to the stated rules and agree that if rules are broken, New Jersey Renaissance Faire or Bamboo Gardens has the right to fine camping participant(s) \$50 for any infraction and/or deny participant the ability to camp on this property.
2. Camping participant(s) agree to hold New Jersey Renaissance Faire and Bamboo Gardens harmless from any liability resulting from damages or stolen personal property that occurs while camping on site.
3. Camping participant(s) agree to immediately pay for any damages to New Jersey Renaissance Faire or Bamboo Gardens property resulting from any behaviors that caused such damage, intentional or not.
4. Camping participant(s) agree that the signer of this form accepts full responsibility for all parties camping in the same space / campsite.

\_\_\_\_\_  
Camper 1 Printed Name                      Camper 1 Signature

\_\_\_\_\_  
Camper 2 Printed Name                      Camper 2 Signature

\_\_\_\_\_  
Additional Camper Printed Name                      Additional Camper Printed Name

\_\_\_\_\_  
Additional Camper Printed Name                      Additional Camper Printed Name