

22<sup>nd</sup> Annual

# Mercado de Paz Peace Market

Friday & Saturday, November 25<sup>th</sup> & 26<sup>th</sup> 2011, 10am-6pm

Greetings from the Esperanza Peace and Justice Center!



**The day after Thanksgiving** is the year's busiest shopping day with people crowding into malls and shopping centers filled with cheap mass produced goods. Esperanza's annual **Mercado de Paz • Peace Market** offers an alternative by hosting local and visiting artisans and merchants offering shoppers one of a kind handmade goods centered around themes of peace, social justice, cultural diversity and ecological concerns.

Celebrating the worldwide tradition of open-air markets, the **Mercado de Paz** brings people together as a community. Shoppers spend time and money buying artesanía from artists and gente who work together to build a better world. In 2010, shoppers enjoyed the ambiente of the **Peace Market** taking with them not only holiday gifts, but new contacts and ways of supporting the peace and justice community in San Antonio and on a global level. Our 22<sup>nd</sup> year promises to be among the best years yet!

## Vendor Application

Last year, more than 90 vendors participated in the **2010 Mercado de Paz**. Vendor spaces are more limited each year, so meeting the application deadline of **October 10<sup>th</sup>** is critical to being accepted as a vendor in **2011**. **Vendors for 2011 will be selected immediately after the application deadline** and will be notified of their selection by the end of October. All vendors must attend one of the **Mandatory Vendor Meetings** to finalize **Peace Market** details. At that time we will welcome back old favorites and introduce new vendors to the Mercado family.

The **Peace Market** thrives on vendors' generosity, honesty and spirit of fun. We rely on vendors to itemize sales for every customer each Market day using receipt books provided by the Esperanza. A fee based on the percentage of total sales for each day is paid out to the Esperanza at the end of each market day. The fee is based on the location and the size of the vendor space (between 15-40%) used. **At the Peace Market, vendors walk off with earnings each day.**

In a spirit of cooperation vendors are asked to donate an item representative of some of their best merchandise for the annual fundraising **Raffle** that occurs each **Peace Market Day**. The popular **Raffle** promotes sales and offers shoppers a preview of vendor products displayed at a central location. Shoppers get **free Raffle tickets** when they show receipts for items purchased at the Market or can purchase tickets for only \$1. Winners select their own prize from a range of handcrafted gifts from all the 2011 vendors. The **Raffle** has helped keep the Mercado admission free for customers for 22 years.

## IMPORTANT DATES TO REMEMBER:

### Applications Due:

Monday, October 10th

### Mandatory Vendor Meeting:

Saturday, November 19th

• 10am-12pm

Monday, November 21th

• 7-9pm

Complete the enclosed application and return it with your **merchandise images for 2011**. The images will facilitate the selection process and help in promoting and publicizing the **Mercado**. All items submitted must be clearly labeled with your name. Return the application to the Esperanza Center at 922 San Pedro **in person** from 10 am to 7 pm **before October 10, 2011**. Applications will be stamped with the date received and initialed by staff. We look forward to a great 22<sup>nd</sup> **Peace Market!**

*Esperanza Peace and Justice Center  
Staff and Buena Gente*

**Note: Please read complete 2011 guidelines in back!**

# 2011 Peace Market/Mercado de Paz

## VENDOR GUIDELINES

Friday, November 25th & Saturday, November 26th from 10 am to 6 pm

The Esperanza Center's 22<sup>nd</sup> annual *Mercado de Paz • Peace Market* an open-air Mercado spilling out onto the streets features one-of-a-kind handmade gifts from local and global artisans and artists. Items sold are centered around themes of peace, social justice, cultural diversity and ecological concerns. Shoppers empower artists and groups in their efforts to build a better world. Vendors pay a percentage (%) of their total sales each day as a fee to **the Esperanza Peace & Justice Center** and are asked to agree to the following terms:

**Mandatory Vendor Meeting:** Upon acceptance to the *2011 Mercado de Paz* vendors are required to attend an orientation meeting either on Saturday, November 19 from 10am-12pm OR Monday, November 21, 2011 from 7-9pm where details for the Mercado will be finalized.

**Raffle Donations:** Vendors are requested to donate a handmade item **representative** of some of your best merchandise for the annual *Market Raffle* that showcases vendor prizes for shoppers and for media outlets. All raffle items must be turned in (with name attached) when signing in *at the orientation meeting*.

**Vendor Fees:** *2011 Peace Market* vendors will sign a Vendor Agreement Form at the meeting detailing vendor's fees (15-40% of daily sales) based on the size & location of the space agreed on. (see application) [Note: **Street tents, a few 10x10 spaces, will be charged 30% and indoor spaces greater than 10 feet in length are 40%.**]

**Receipt books:** Vendors will receive a triplicate receipt book each Market Day and be responsible for itemizing purchases for each customer. **Original receipts are to be kept** for calculation of fees and turned in to the Esperanza at the end of each day. ***All customers must receive receipts*** for purchases. Vendors may also keep one.

**Advanced Set-up for Indoor Vendors:** Indoor vendors may drop off merchandise and set up their sites as early as Wednesday, November 23<sup>rd</sup> from noon to 8 pm. Be sure to label, cover and secure all items at your space.

**Setup & Check-in:** Setting up on *Market* day begins by 7:30 am. Be sure to unload quickly and park in vendor parking areas. Your cooperation will ensure customers easy access to the Market. All vendors must check in at the Esperanza office from 8:30-9:30 am to get receipt books and updates. Late arrivals are not guaranteed space.

**Market Day Duration:** *Peace Market* is a two day commitment. Vendors must be set up and **open for sales no later than 9:45 am each Market day and remain open until 6 pm** or until called for the required check out.

**Check-out Time:** *At the end of each Market day*, vendors check out at the Esperanza office turning in receipts. Fees will be calculated based upon the percentage of receipt totals. **Checkout begins at 6:15 pm daily** in the order announced on that day. After fees are paid to Esperanza, vendors may leave with their earnings for the day!

**Overnight Breakdown and Storage:** Indoor vendors may leave their displays covered overnight between market days at their own risk. Outdoor vendors must breakdown their setups, but may store items indoors overnight, subject to space availability. Some space for storage will also be available outdoors in the gated patio area.

**Space Use:** All vendors must bring their own tables, shelves, accessories & supplies. Esperanza can provide folding chairs. Vendors may not nail, drill or tack into **concrete walls**, however, vendors next to **sheetrock walls (limited availability)** may use pushpins or small nails. All vendors are required to stay within assigned spaces.

**Electricity:** Vendors must bring their own lighting attachments and extensions. The Esperanza will try to accommodate electrical needs—only if needed, and indicated clearly beforehand in the application.

**Cash box and Change:** Vendors are responsible for bringing their own cash box and money for change. *Esperanza's credit card machine may be used for purchases of \$35 or more. A small service charge to customers will be added.*

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*The Esperanza Peace and Justice Center retains the right to change any of the preceding guidelines or add new ones as needed each year. Following the guidelines will insure an enjoyable and successful experience at the Peace Market. Enjoy old friends, meet new ones and have fun!*

Date Recv'd: \_\_\_\_\_ Staff Initials: \_\_\_\_\_

THE ESPERANZA PEACE & JUSTICE CENTER IN SAN ANTONIO, TX presents:

# The 2011 PEACE MARKET • MERCADO DE PAZ

Friday & Saturday, November 25<sup>th</sup> & 26<sup>th</sup>, 2011 from 10 am to 6 pm

## APPLICATION and VENDOR INFORMATION

Application DEADLINE: Monday, October 10<sup>th</sup>, 2011

Return to: **Esperanza Center • 922 San Pedro, San Antonio, TX 78212 • 210.228.0201**

VENDOR'S FULL NAME AND BUSINESS NAME (PLEASE PRINT LEGIBLY!)

MAILING ADDRESS (include city & zip code)

CONTACT INFO: phone numbers and email address

**1. Tell us about your **history** and **experience** with the Peace Market. If you have not been a Peace Market vendor, tell us how you heard about the Peace Market and why you want to be a vendor. [PRINT]**

**2. The Peace Market sells items that promote themes of peace, social justice, cultural diversity and ecological concerns as well as unique items not commercially sold. **Describe what you want to sell at Peace Market? Who makes the product and what is your relationship to the artists? What % of sales do the artists receive?** [PRINT]**

**3. Explain how you are involved with social justice and peace concerns in our community. [PRINT]**

[APPLICATION CONTINUES ON BACK...]

**4. Describe the types of items you will sell at Peace Market** and include examples of the lowest priced, medium priced and most expensive items. (Note: Description of items may be used in printed vendor guide)

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**5. Check preference of Location Site and Fee:** [Assignments will be made based on availability]

VENDOR FEES: The Esperanza will collect 15% to 40% of total sales at the end of each Market day depending on the location & size of space requested. If accepted, vendors will sign an agreement with site details and the fee level agreed upon before Peace Market begins. Answer items #5 & #6 based on your preferences. Note the accompanying fee.

I would be fine with an **indoor or outdoor** placement.

**Outdoor: Requires breakdown and removal of displays overnight between market days. \***

Outdoor Fee Ranges **15%-30%** based on size of set up: Small @ 15%, Medium @ 20% or Large @ 25%.

*\*NOTE: A limited number of 10x10 street spaces are available for tents at a fee of 30%.*

**Indoor: Secure from weather. May be left covered overnight on Friday at the vendor's risk.**

Indoor Fee Ranges **25%-35%** based on size of set-up: Small @ 25%, Medium @ 30% or Large @ 35%.

**6. Vendor Space size:** Your set-up must stay within the size specifications that you select.\* Esperanza will provide folding chairs, but not tables or shelves. **(Check your preference below.)**

**SMALL space**

**Less than 6 ft** total in length  
(small table set-up)

**MEDIUM space**

**6 ft. – 8 ft** total in length  
(6 ft. to 8ft. table set-up)

**LARGE space**

**More than 8 ft,** less than 10 ft  
(table and small attachment)

**\* If your needs are greater than 10 ft, please explain below and note that the % fee will be 40% of sales:**

**7. Describe your setup including size and type of tables or attachments used.** Indicate if wall space is needed (very limited). Tents are limited to 10x10 street spaces. [PRINT & please be specific.]

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*[Drawings, photos of your setup and other details will help us determine the best placements possible.]*

*\*Note: Percentage charged will be based on the **actual size of the space used**, not on the space requested.*

**8. Electricity is available only if you indicate that it is needed in this application.** Please circle below

Yes, my display requires electricity

No, I don't need electricity.

**9. Please add any other thoughts, requests or questions, including health concerns, below:** [PRINT clearly]

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**10.  Check if high resolution images of your 2011 items are attached** (either on a CD, high quality hardcopy photo, or through email - [lavoz@esperanzacenter.org](mailto:lavoz@esperanzacenter.org).) Label all items legibly with your name. *Note: Images may be used for publicity.*