



White Mountain Folk Festival 24 to 27 September 2009 Central Drakensberg

Craft Trader Information

Now in its fourth year, the annual White Mountain Folk Festival is held at White Mountain Lodge near Giant's Castle in KZN – 34km from Estcourt, 200km from Durban and 430km from Johannesburg on tarred roads. It offers a four-day programme of acoustic music in a stunning setting, a choice of camping, caravanning and chalets, a beer market, arts and crafts, assorted food stalls, ATM facilities, as well as fun outdoor activities for the whole family. To find out more, visit www.whitemountain.co.za.

The Art & Craft Market is an important part of the festival and the organisers are looking for a selection of stalls selling original art and handcrafted wares, as well as quality décor and lifestyle items or specialised goods. Stalls and their wares must also be suited to this type of festival, which is gentler than most. If you are interested in trading at White Mountain, then please take note of the following:

- Traders will need to complete and submit an application form as early as possible.
- All applications will be reviewed to ensure suitability and minimise duplication. Successful applicants will then be contacted and issued with a booking confirmation.
- Sites will be allocated at the organisers' discretion and will have a frontage of 4m.
- Traders will need to provide their own weather protection e.g. gazebo, tent or other suitable structure from which to sell their wares (a size of 3x3m is recommended). They will also be responsible for their own display tables and the security of their stalls and goods.
- The overall presentation and visual appearance of stalls is important, and they should be colourful, imaginative and professional-looking. Goods may also not be displayed or sold beyond the boundaries of the allocated site without prior approval.
- Stall-holders will be able to camp in the designated trader camping area above the Craft Market, and will have access to the ablution facilities situated in the festival camping ground. Alternatively, traders are welcome to camp behind their stalls, but there will only be sufficient space for a small vehicle and tent. (Once parked, these vehicles cannot be moved.)
- To ensure that everything is in place before the gates open to the public at 8am on 24 September, ALL stall-holders are required to set up on Wednesday 23 September or risk forfeiting their sites.
- Traders must also remain for the duration of the festival until 3pm on Sunday 27 September and are encouraged to trade for as many hours as possible each day – from 9am (or earlier) to late in the evening.
- The organisers will endeavour to minimise duplication of product lines, however cannot guarantee exclusivity to any trader. To negotiate exclusive rights to a particular product or type of goods, please contact Pedro at 082 892 6176.
- Traders may not sell goods that are counterfeit, in contravention of copyright laws, or illegal in any way. They are also prohibited from using the White Mountain name or logo without prior consent.
- No firearms, weapons, violent, offensive or dangerous behaviour, glass/bottles, illegal substances, car boot music or pets will be permitted in the festival grounds.

Costs:

- The trading fee is R450 (incl. VAT) per stall for the entire festival, which includes a single power point for lighting purposes. (Power may not be used for any electrical heating devices, fridges or other appliances, and traders must provide their own extension cords, plugs/adaptors and lighting.)
- Entry is NOT included in the trading fee and stall-holders will also need to pay for their festival tickets (adults R350 and children under 12 years of age R50).
- The trading fee and cost of tickets must be paid together and in full by 2 September 2009.

**If you have any queries or need more information, please contact Mandy Carlo at
Tel: 031 564 9074 / Cell: 082 447 7258 / Fax: 086 667 4888 / E-mail: mandy@c-weed.com
Application forms can be submitted online at www.whitemountain.co.za**