

WHITE MOUNTAIN FESTIVAL

23 to 26 SEPT 2010

Craft Trader Information

Now in its fifth year, the annual White Mountain 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. If you are interested in trading at White Mountain, please note the following:

- Traders will need to submit an application form as early as possible, together with photographs of your stall set-up and some of the items you intend selling.
- 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 maximum frontage of 4 metres, including guy ropes etc. Traders must please plan accordingly or apply for two adjacent sites.
- Traders will need to provide their own display tables and weather protection e.g. gazebo, tent or other suitable structure from which to sell their wares (a size of 3x3m is recommended).
- The overall presentation and visual appearance of stalls is important, and they should be colourful, imaginative and professional-looking. Goods may 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 close to the Market, and will have access to the ablution facilities situated in the festival camping ground. Alternatively, traders may camp behind their stalls, but there will only be sufficient space for a small vehicle and tent (depending on the size).
- To ensure that everything is in place before the gates open to the public at 8am on 23 September, all stall-holders are required to set up on Wednesday 22 September or risk forfeiting their sites.
- Traders must also remain for the duration of the festival until 3pm on Sunday 26 September and are encouraged to trade for as many hours as possible each day.
- The organisers will endeavour to minimise duplication of product lines as far as possible, however cannot guarantee exclusivity to any trader. To negotiate exclusive rights to a particular product or type of goods, please contact Mandy at one of the numbers listed below.
- Unfortunately no pets or portable sound systems are permitted in the festival grounds.

Costs:

- The trading fee is R450 (excluding VAT) per stall for the entire festival, which includes a power point for lighting purposes only.
- 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 31 August 2010.

**If you have any queries or need more information, please contact Mandy at
Tel: 031 564 9074 / Cell: 082 447 7258 / Fax: 086 667 4888 / E-mail: mandy@c-weed.com**

**Application forms are available on request and can also be submitted online at
www.whitemountain.co.za**