



# INFORMATION

## Member Stallholders

An annual membership fee of \$10 will be invoiced on acceptance of your membership application. (Junior's membership fee is \$5)

Weekly site fees for members will be charged at the reduced rate of \$15 for adults and \$5 for Juniors.

### Membership Benefits:

- Members shall have voting rights and have a say in how the market is run
- Promotion on our website, Facebook page, Instagram, Twitter, radio and newspapers
- Event advertising
- The purchase and maintenance of equipment, signage and banners and games for the children's area
- Marketing advice if you need it
- A Site Coordinator who manages all aspects of the site
- A limit to the number of stalls selling similar items
- Access to a Stallholder only Facebook Group to share ideas, information, advice and to get to know each other and provide support. (Marlborough Artisan Craft Market - Stallholders)

## Casual Stallholders

Casual Stallholders will be charged a weekly site fee of \$20 for adults and \$10 for juniors.

### Casual Stallholder Benefits:

- Visitors and one off stallholders don't need to go through the membership application process
- Those new to markets can try it out without any obligations

### The Committee:

- The committee is made up of the following:
  - Current Stallholders
  - A representative from the Marlborough District Council
- The committee is voted in yearly at the Marlborough Artisan Craft Market Annual General Meeting
- Under the Incorporated Society rules, the committee has the ability to co-opt two additional members if required

- The Annual General Meeting will be held by the 30th June each year
- All members and stall holders will receive, by email an invitation to attend the Annual General Meeting

This is your market, be part of it and support all the stallholders, as well as your Site Coordinator and Handyman, they are there to help you.

The Market will operate from the first Saturday of October through to Easter weekend (unless otherwise decided by the committee). Opening hours are 9.00am to 2.00pm (weather dependent).

### **The Booking Process**

Following the acceptance of your Application, you will be added to the weekly email, sent from our Site Coordinator. They will email you on Monday morning, to see who wants a stall for the coming weekend. Please reply by Thursday lunchtime to ensure a spot can be allocated to you and so you are included in the weekly advertising.

On Friday's the Site Coordinator emails all stallholders registered for the next day with a site plan and any additional information relating to that weekends market.

### **Set Up/Pack Down**

We ask our stallholders to help set up in the morning and pack down at the end of the market. If we all work together, it only takes an extra five minutes of your time. Please don't leave it to the same people every week, remember it is your market. We also have a Handyman available, if you have any specific needs.

### **Site Allocation**

While every effort is made by our Site Coordinator (supported by the committee) to accommodate all our stallholders individual needs, specific sites/conditions cannot be guaranteed.

### **Payment of Site Fees**

You are welcome to pay either by cash on the day or by Internet banking prior to the market.

Internet Banking - Account number is: 06-0601-0809139-00 ANZ Blenheim

Please ensure you include your name, business name and date you are paying for.

Please have your money ready to be collected before the end of each market if you prefer to pay cash.

If you require power to your site, there will be additional charges for each of \$5 per week.

Gazebos are available for hire at the rate of \$5 per week for the first five weeks, then \$10 there after. You will be required to sign a gazebo hire agreement form prior to use.

If you have said you will attend the market and can't do so at short notice (less than 24 hours) please notify the Site Coordinator - Leonie on 027 632 1573.

## **Wind**

Marlborough wind can and will be an issue during our markets. When thinking about your stall and products, consider what things may need to be held down. Many of us have extra weights for our gazebos, stands etc.

## **Packaging**

The Marlborough Artisan Craft Market supports New Zealand's drive to more sustainable products. We encourage our stallholders to think about the use of single-use plastic packaging and what alternatives you could put in place instead.

## **Presentation is Key to a Good Market**

- Keep your layout interesting and try to change it weekly, people don't always notice things if they are laid out the same all the time.
- Add flags, banners, visual displays and any information about yourself or your product that people would love to know.
- Don't forget to smile! Please don't sit down and read a book during quiet periods. Be there to sell your product, you only have one chance to make that first impression, if you don't appear interested in your customers why should they be interested in your product.

*Be enthusiastic with your customers and enjoy your day at the market!*

## **Marketing**

We have an advertising schedule in place for the market, which includes: event listings, flyers, signage, social media, regular newsletters to our database and our website. We encourage all stallholders to advertise their own business involvement with Marlborough Artisan Craft Market on their own social media pages and to tag Marlborough Artisan Craft Market in their posts.

## **Social Media**

We encourage the use of social media to draw attention to your stall/business and attract new visitors to the markets. So here are a few tips:

- Let your customers know where you are going to be during MACM by tagging us in your posts
- Create interesting posts to promote your wares on Facebook and Instagram
- Please include your business social media links in your application. We would love to follow you and share your quality posts on MACM's social pages.

## **Community Stalls**

The MACM offers a weekly free stall to community organizations for promotion, fundraising etc.

## **Some Basic Market Tips**

- Have a good float to make change. Allow for the first two customers of the day giving you a \$100 note for a \$5 purchase. It happens! Think about the cost of your products and how you'll generally be making change, allow for this when organising your float.
- Be friendly! Everyone loves a friendly stall holder. Engage with your customers. Make a comment or tell a brief story about something they might be looking at.

- Take the opportunity to talk to your stall neighbours. The MACM is a great place to network with other like minded people.
- Don't be afraid to ask your neighbour to mind your stall, we all need bathroom and coffee breaks!
- Every market is not solely for sales, it's also about you advertising and marketing your business, getting your name and products in front of people's eyes. You never know who will pick up a business card and contact you later.

### **Packing Checklist**

Although we don't know every item YOU need to pack, we can help with the basics.

- Table
- Chair/Stool
- Enough product - we recommend you have enough to cover your area with product and a few extras hidden away for restocking
- Informative Signage - not all customers will ask questions and most will just make assumptions, so signs stating you take eftpos for example or that you take custom orders are a great idea.
- Cash/Float
- Branding - business cards, banners etc
- Water! Make sure you have enough to stay hydrated throughout the day.
- Nutritious snacks - it can be a long day so easy nutritious snacks on hand are great idea to keep your energy levels up!
- A little box or bag with essentials - lip balm, tape, pens, vivids, extra price tags...
- Price tags - most people are too shy to ask the cost of your products.
- Display items - these could be baskets, boards, trays etc. There are some great ideas on Pinterest!
- Shopping bags - it's a great idea to also include a business card in each one so customers can contact you after the market.
- Layers - Make sure you have enough clothes to keep you warm, sometimes we can get a cold breeze or if you are in the shade it can get chilly.
- Sun Hat and Sun Screen!