

**2025 Santa Fe Beer & Food Festival**  
**Arts & Crafts Vendor Application**

**DATE AND TIME**

Saturday & Sunday, August 9 & 10, 2025, 12PM – 6PM

\*APPLICATION DEADLINE: March 1, 2025

**LOCATION:**

El Rancho de Las Golondrinas

334 Los Pinos Road

Santa Fe, 87507

**SET UP:**

Friday, August 8, 9AM – 2PM (arrive by 2PM at the latest; museum closes promptly at 4PM)

Saturday, August 9, 7AM – 11:30AM (festival starts at 12PM).

Parking pass must always be visible in your car. Only park in designated spaces; please do not block driveways,  
your car will be towed at your expense.

\*All cars/trucks must be off festival grounds and parked in the parking lots by 11:30AM.

**TAKE DOWN/CLEAN UP:**

Sunday, August 10, approximately at 6:15PM or when the grounds are clear of all guests.

**\*Vendors are required to attend both days of the festival.**

**FESTIVAL INFORMATION**

The **Santa Fe Beer & Food Festival** is devoted to the historic and contemporary foodways of New Mexico. The festival features guest chefs, unique food products, food historians, and approximately 10 breweries giving beer tastings. Vendors with regional food products will be sampling and selling their products, along with artisans selling culinary implements and related home items. As is true for all our festivals, the museum grounds will be open and staffed with costumed interpreters, giving guests to this family event a unique opportunity to explore the roots and trends of New Mexico. If you wish to offer an educational demonstration, please inform the Vendor Coordinator so that it can be included in the event program. This often increases traffic to your booth. Prepare with enough aid to cover both booth sales and demos.

**HOW TO SUBMIT MATERIALS**

Email your completed application to [Suzan.Schaaf@golondrinas.org](mailto:Suzan.Schaaf@golondrinas.org) and include a website address or social media handle with a description including materials, process, who made it, etc.

## **APPLICATION PROCESS**

After you have submitted your application (**due March 1, 2025**), a panel will review all applications (priority will be given to those artisans that continue or creatively adapt the traditional arts/crafts methods/styles of New Mexico). All acceptance decisions will be made by **March 31, 2025**.

## **FEES**

Once you have been accepted to the festival you will be sent an acceptance email from the Vendor Coordinator and an invoice from the Controller for your vendor fee(s). All payments are due by **April 30, 2025**. If payment(s) are not made by **April 30, 2025**, the application approval will be rescinded and placed on a waiting list, and the vendor spot will be given to the next qualified applicant.

10% of the vendor fee(s) will be non-refundable. If any cancellations occur before **May 1, 2025**, 90% of the vendor fee(s) will be refundable. If any cancellations occur after **May 1, 2025**, 0% percent of the vendor fee(s) will be refundable.

### **\*DO NOT ATTACH OR SEND PAYMENT WITH YOUR APPLICATION**

An invoice will be sent to you for prompt payment by our Controller. Don't hesitate to get in touch with our Controller with any invoicing questions you may have: Sarah Coutts: [finance@golondrinas.org](mailto:finance@golondrinas.org)

\*El Rancho de Las Golondrinas is a 501 (c) (3) non-profit organization. The money from your fees supports the operations and special programs at the Museum.

## **APPLICATION CHECKLIST**

- Applications DUE BY **MARCH 1, 2025**.
- Fully completed application form (contact info and space requested).
- Signed rules and regulations.
- Signed waiver of liability and indemnification.
- Payments DUE BY **APRIL 30, 2025**.

### **Questions? Contact the Vendor Coordinator:**

**Suzan Schaaf**  
**(505) 471-2261 x112**  
**[Suzan.Schaaf@golondrinas.org](mailto:Suzan.Schaaf@golondrinas.org)**  
Please email applications to  
[Suzan.Schaaf@golondrinas.org](mailto:Suzan.Schaaf@golondrinas.org)

Or mail your application(s) to:  
El Rancho de Las Golondrinas  
Attn: Suzan Schaff  
334 Los Pinos Road  
Santa Fe, NM 87507

**2025 Santa Fe Beer & Food Festival**  
**Arts & Crafts Vendor Application**

Name \_\_\_\_\_

Business Name (DBA) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Best contact method:      Email                      Phone                      Mail

**QUANTITY and TYPE OF SPACE REQUESTED:**

**Qty.**

\_\_\_\_\_ **Covered Artisan Plaza** **\$85.00**  
9'x9' booth, limited availability. The fee includes 110V electrical access, a 4'x7' pegboard for display, and a built-in banco on the back wall of the booth for seating. Vendors provide their own display materials, 1/4" pegboard hooks, tables, chairs, storage, and a mandatory class 5 ABC fire extinguisher (per Santa Fe County Fire Code).  
**\*Please do not nail, staple, or screw anything into the existing structure(s). Pop-up tents or any other structures are not allowed in front of the vendor space.**

\_\_\_\_\_ **Tent Vendors (bring your own tent!)** **\$85.00**  
Assigned 10'x10' row tent space (stakes, ropes, and awnings must fit within assigned space). Vendors provide their own tent, display materials, tables, etc., and a **mandatory** class 5 ABC fire extinguisher (per Santa Fe County Fire Code).

**TOTAL FEES DUE BY APRIL 30, 2025:**

\$ \_\_\_\_\_

\*Once you have been accepted to the festival you will be sent an acceptance email from the Vendor Coordinator and an invoice from the Controller for your vendor fee(s). All payments are due by **April 30, 2025**. If payment(s) are not made by **April 30, 2025**, the application approval will be rescinded and placed on a waiting list, and the vendor spot will be given to the next qualified applicant.

## Rules and Regulations

Please review, initial and sign where indicated. Keep one copy for your files and return the initialed/signed original with your application. Receipt of signed forms constitutes an agreement by the vendor to ALL conditions established in the application.

### All Vendors:

1. **All payments are due by April 30, 2025.** If payment(s) are not made by **April 30, 2024**, the application approval will be rescinded and placed on a waiting list, and the vendor spot will be given to the next qualified applicant. 10% of the vendor fee(s) will be non-refundable. If any cancelations occur before **May 1, 2025**, 90% of the vendor fee(s) will be refundable. If any cancelations occur after **May 1, 2025**, 0% percent of the vendor fee(s) will be refundable. Payments can be made through your invoice by credit card or bank transfer.

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2. No pets are allowed on the Museum grounds (ADA-approved animals are exempt). Please notify the Vendor Coordinator if you are planning to bring your ADA-approved service animal to the festival.

INITIAL HERE \_\_\_\_\_

3. No “rain-out” dates and no refunds in the event of inclement weather. \*ALL events are rain or shine unless stated otherwise by the Museum.

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4. **No smoking OR vaping on the festival grounds** (the vendor parking lot is OK).

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5. **No disruptive behavior.** Vendors are not to interfere with other vendor’s booths or merchandise in any way, shape, or form. If you have any concerns about another vendor’s booth or a vendor, please contact the Vendor Coordinator immediately, and your concerns will be addressed by the Museum staff. Harassment in any way, shape, or form will not be tolerated, and it may result in removal from the festival, other festivals, and the property without any refunds. Museum staff must be spoken to in a courteous professional manner.

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6. **No massages (physical contact) are allowed**, whether the services are free or sold. Doing so may result in removal from the festival, other festivals, and the property without any refunds.

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7. Vendors exhibit all work at their own risk. El Rancho de Las Golondrinas (the Museum) assumes no liability for damage, loss, or theft of Vendor belongings. Security will be on-site during the day of the festival. \*Please note that overnight security is not available at all festivals.

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8. **MANDATORY!** Per county fire code requirements, one class 5 ABC fire extinguisher must be on-site within a vendor tent or covered artisan plaza booth(s). Any fines or regulation violations will be incurred solely by the vendor.

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9. All vendors using tents, please bring your own tent, tables, chairs, and display supports unless other

arrangements have been made in advance with the Vendor Coordinator. New Mexico’s weather is unpredictable and gusty winds do occur at the Museum. In an abundance of caution, ALL tent vendors are required to **ANCHOR** their tents into the ground with heavy-duty tent spikes or use heavy sandbags to weigh their tents down (standard tent anchors are not acceptable). El Rancho de Las Golondrinas is not responsible for tents that are or become damaged. Vendors will be liable for any and all physical damage to the Museum, its agents, employees, contractors, or guests. Guy lines are not acceptable and violate the Santa Fe County fire code.

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10. Displays, umbrellas, or any other structures are not allowed in front of the vendor space or the pedestrian walkways due to the Santa Fe County fire code. Vendors must stay within their allotted spaces.

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11. Two or more vendors may share a booth (if available), but each vendor must submit a separate application. Separate applications can be submitted in one packet. If only one artist is accepted, the other artist will not be able to participate.

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12. Any vendor that attends/sets up without prior approval will be asked to leave. ALL vendors must have prior approval to attend and sell their products on Las Golondrinas property.

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13. The Museum will try to accommodate special requests or requirements, but no guarantees can be made. This includes vendor placement. **Efforts to assign a prior vendor space will be made but cannot be guaranteed.**

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14. Only those items listed on the approved application may be sold at the festival. **NO ADDITIONAL, UNAPPROVED PRODUCTS ARE TO BE SOLD, including baked goods, beverages, or CBD products.** Work that falls below the quality represented on the application shall be removed from sale at the discretion of the Museum.

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15. Vendors are responsible for obtaining any/all vendor permits from the County and paying any/all Santa Fe County Gross Receipts. Please check the NM Taxation and Revenue Department for the current rate(s). El Rancho de Las Golondrinas is not responsible for the vendor’s permits or gross receipts tax due to Santa Fe County.

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16. If the Museum grounds are muddy due to excessive rain, the Museum reserves the right to prohibit any vehicles from driving onto the grounds. This may require hand-carrying supplies and/or delaying set-up or take-down. Please come prepared.

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17. RVs or campers are not allowed on the festival grounds. If you arrive in an RV you will need to bring a handcart or alternate vehicle to transport your products for setting up in your assigned spot.

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18. Tardiness and not showing up (“no show”) to a festival will not be tolerated. Dismissal or being uninvited to a festival, without a refund, may occur.

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Please read and initial the following regarding the **MUSEUM'S ALCOHOL AND WEAPONS POLICY**.  
Violations will result in dismissal without a refund.

19. No firearms (concealed carry included) or other weapons are permitted on the festival grounds or anywhere on the Museum property. \*El Rancho de Las Golondrinas reserves the right to require the removal of anyone not adhering to its rules and regulations. Such guests or personnel should be advised that they may be subject to both arrest and fines.

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20. No "outside" alcoholic beverages are allowed on the festival grounds. Vendors may purchase alcohol from approved alcohol vendors provided they are at least 21 and wearing a festival wristband. \*El Rancho de Las Golondrinas reserves the right to regulate the amount of alcohol consumption by its guests and vendors, withhold alcohol to its guests and vendors, as well as the right to close the bar from which alcohol is being served.

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21. El Rancho de Las Golondrinas reserves the right to require the removal of anyone inebriated or behaving in an objectional manner while on Museum grounds. Such guests or personnel should be advised that they may be subject to both arrest and fines and will not be invited back.

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22. Vendors not abiding by the **RULES AND REGULATIONS** stated within this document will not be invited back.

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## **Waiver of Liability and Indemnification**

The Museum shall not be responsible in any manner or form whatsoever for the failure of the festival to open or be operable for any reason or cause beyond the control of the Museum. The Vendor/Participant shall be solely responsible for all damage of any nature or form caused by the operation of their booth to the Museum grounds, to the property of other Vendor/Participants, and to all third parties including, but not limited to, customers of Vendor/Participant and other persons entering the grounds.

The Vendor/Participant and helpers must comply with all rules, regulations, and policies set forth by the Museum ***RULES AND REGULATIONS***. Minor problems shall be dealt with on an immediate basis. Major infractions shall be handled by the Museum staff and could result in the Vendor/Participant and/or helpers being barred from the festival.

This agreement contains the entire understanding of the parties and no oral or other representation, not contained herein, shall be binding upon the parties thereto.

It is understood that El Rancho de Las Golondrinas (the Museum) shall not be liable for any injury to the Vendor/Participant or damage to the Vendor/Participant's property. The Artist, Craftsperson, Performer, Food Vendor, herein called the Vendor/Participant, waives all claims for damage to person or property sustained by the Vendor/Participant resulting from or by reason of any accident in or about the Museum premises or resulting directly or indirectly from any act of negligence of any other Vendor/Participant on the Museum's premises. All property belonging to the Vendor/Participant shall be on the Museum's premises at the risk of the Vendor/Participant, and the Museum shall not be held liable for damage, theft, or misappropriation thereof.

The Vendor/Participant agrees to indemnify and hold harmless the Museum against any and all liability, loss, expense, fee, claim, suit, judgment or damage on account of (i) any injury to the person or property of any registrant, guest, invitee, or employee or agent of the Museum for bodily injury, including death, property damage, personal injury and discrimination arising out of the willful or negligent acts or omissions of the Vendor/Participant, its agents, contractors, employees, or representatives, or (ii) any breach of the promises, representations, and warranties of Vendor/Participant made herein.

**Please read, the initial Rules and Regulations within #1–#23, and sign below. Return one copy with your application. Your initials and signature indicate an Agreement with the Rules and regulations listed above.**

Vendor Signature and Date:

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Museum Representative Signature and date:

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