

AVALON GATHERING

August 18-22, 2021 ~ *Romans vs. Celts*

VENDOR'S PACKAGE



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PLEASE NOTE: SCHEDULING OF AVALON GATHERING 2021 IS DEPENDENT ON COVID-19 RESTRICTIONS AT THE TIME. WE RESERVE THE RIGHT TO CHANGE, RESTRICT, POSTPONE OR CANCEL THE FESTIVAL AS PROVINCIAL & FEDERAL PUBLIC HEALTH ORDERS DICTATE.



- Are you an artisan?
- Do you create unique, handcrafted items?
- Do you have a store or website?
- Are your products targeted to a niche market such as New Age, Wiccan or Pagan?
- Do you sell your products at local markets or specialty shops?
- Would you like to reach a wider community, who shop by word of mouth and online recommendations?
- Do you enjoy introducing your products to new customers who are ready to buy?
- Would you appreciate the opportunity to reach 50-70 new customers in a single weekend?

If you answered “yes” to any one of these questions, you are ideally placed to be a vendor at Avalon Gathering. Read on for more details!

WHAT, WHEN & WHERE IS AVALON GATHERING?

We are the first, and so far, only annual pagan camping festival in Cape Breton. This will be our 9th year! The Gathering takes place over a few days every August, at our home on the Cabot Trail in Middle River. The theme this year is Romans vs. Celts. Costumes are not required, but are a big part of the fun, and most people bring costumes to change into.

Accommodation is in your own tent, and you may pick a spot in our spacious private woodlands. Campsites are unserviced, but we have a custom-built washroom facility with shower, handbasin and real flush toilet just a short walk away.

The festival is self-catering, except for the Saturday night feast, where we provide a “roast beast” and everyone brings a pot-luck item to share. Campsites have a communal firepit where you can cook your meals, or feel free to bring your own barbecue/outdoor camp stove set-up.



Benefits for Vendors

The average attendance for Avalon Gathering has been between 50-70 adults, plus around 20 children. As well as local Nova Scotians and folks from the other Atlantic provinces, we have had guests from Ontario, Quebec, Alberta and the United States. The festival attracts pagans of all kinds, as well as folk who simply enjoy the “New Age” lifestyle. Our guests arrive enthusiastic and looking forward to reconnecting with old friends and making new ones. They are excited about being at Avalon, and ready to spend their money on unique and handmade items.

A list of current and past vendors is available upon request, but they have included the following:

Custom leather accessories and clothing

Chainmail items

Archery kits and accessories

Knives and swords

Candles and incense

Artisan pottery

Handcrafted jewelry

Unique gifts for the fashionable Wiccan & Pagan

Handmade soaps and all-natural skincare products

... and much more.

We have a number of contests during the festival, including a Best Costume contest (adults and children), the Stag King and May Queen contests (feats of strength and agility), and the world-famous Bardic Competition which takes place Saturday night around the main firepit, and is a talent contest with amazing prizes.

The Gathering also has an archery range, nightly bonfires, childrens activities, workshops and talks, guided hikes and herb walks, beautiful old-growth forest for personal contemplation and peaceful walks, and a stone circle for open rituals. All pagans, pagan-curious and pagan-friendly folk are welcome.

Parking

Parking is strictly controlled along our single-lane woods road. We ask guests, including vendors, to offload their camping gear at the side of the lane, and when they're done, park their vehicle in the designated parking area. This is so that everyone, especially children, can enjoy the festival as safely as possible. As a vendor, you will be permitted to arrive early on the 18th to set up your vendor's area. You will be able to drive your vehicle up the side road adjacent to "Merchants Alley" to offload your gear. Afterwards, please park in the designated parking area. If you need to go to town, please drive slowly past the campsite areas, and when you come back, return to your parking spot.

WHAT KIND OF VENDORS ARE WELCOME?

We love vendors at Avalon Gathering! As we have steadily grown over the past nine years, we are always looking to expand our “Merchants Alley”. Folks who come to the festival bring plenty of spending money for the vendors’ area. If your wares would be of interest to pagan shoppers, then we want you at Avalon! We welcome all kinds of artisan items, handcrafted, unique and quality wares, including books, jewelry, clothing, crystals, tarot decks, leather, metal and wooden items, pottery, candles, soaps, incense, as well as distinctively pagan items such as handmade wands, staffs, athames, pentacles, altar items, deity statues, etc. If you would sell your wares at a RenFest or pagan festival, then you are welcome at Avalon Gathering.

Please note: if your wares include food or drink, you may need a Vendor’s Permit. Please contact us if you think this may apply to you.

HOW MUCH DOES IT COST TO BE A VENDOR?

The answer to this question is: nothing! This year, because let’s face it, we’ve all been through enough, there is no set admission fee for Avalon Gathering. Pay what you can – if you can. Donations are always welcome, and they go to offset some of the costs of putting on the festival.

VENDOR BENEFITS

The benefits of being a vendor at Avalon Gathering include the following:

- Free advertising on our website from June 1 – August 31;
- Free mentions on our Facebook and Instagram pages;
- Free mention in the printed schedule of events;
- Early arrival to set up your vendor space before the festival starts;
- Reserved space in our Merchants Alley for your vendor set-up;
- Exposure to a broader pagan marketplace via the website & the festival;
- Access to on average 50-70 ready-to-buy adult customers for the duration of the festival;
- Unique networking and marketing opportunities including CKDU-FM Pagan Radio Halifax (Earth & Sky/The Witching Hour).



HOW DO I REGISTER AS A VENDOR?

To register as a vendor, simply go to <http://www.avalongathering.com/beavendor> and fill out the registration form. Remember to attach a couple of photos of your wares and/or shop, and include your website address so that we can list you on our Avalon Vendors 2021 page.

WHAT SHOULD I BRING?

- Your personal camping gear including tent, sleeping bag, food & cooking equipment;
- Your own alcohol (we don't have a liquor licence so it's BYOB);
- Camp chair for around the fire;
- Blanket or warm cloak or jacket (evenings can get chilly);
- Your vendor set-up (i.e. folding table, chair(s), lockable cash box, lockable container for your wares, and we recommend a sun umbrella or awning);
- Square or other means of taking debit & credit (we have wi-fi and cell service here);
- Enough products for a marketplace of between 50-70 people;
- Business cards;
- Sunscreen;
- Bug repellent;
- Hat;

- Pair of sturdy hiking boots;
- Costume;
- Bows & arrows, swords, drums, musical instruments;
- Pagan gear (i.e. robes, ritual kit, etc.)
- A pot-luck item for the Feast (must be fully cooked) which we can store for you.

WHAT ELSE DO YOU NEED FROM ME?

Once you've registered and received your confirmation, that's it! We'll be in touch once your advertising information is up on our website. We'll send you a reminder at the beginning of August, and then we'll see you on the 18th!

CONTACT INFORMATION

If you have any questions or concerns, please don't hesitate to reach out. You can contact us at info@avalongathering.com.

MERRY MEET IN AVALON!

