



# HEART AND Soul *indoor* MARKETS

## STALLHOLDER INFORMATION

### *Welcome*

**Cardiff RSL's handmade markets  
- the "Heart & Soul" market day.  
We are so excited to host this local  
market experience and to continue  
as a regular event for the local  
area. These markets are also an  
opportunity to showcase beautiful  
local handmade items.**





### DATE & TIME

Please check Website & Facebook for Event dates.

Markets will run twice a year.

Mother's day and close to Christmas

### INVITED STALLHOLDERS

Anyone in the local Newcastle/Hunter area providing items that are unique and brand new. Please note - FOOD OR BEVERAGE ITEMS are subject to type of food/beverage and food handling certificate must be presented at this market day. NO Pyramid scheme stall will be accepted.

Cardiff RSL reserves the right to refuse any stallholder if we feel they do not fit in with what we are trying to achieve with the Heart & Soul Markets. You will have the option of additional business by being able to take special orders for external follow up directly with customers

### LEGALITIES

All stallholders are encouraged to have their own Public Liability Insurance. If a stallholder doesn't have Insurance a fee of \$15 will be charged and be added to Cardiff RSL Clubs Insurance policy.

### CARDIFF RSL MEMBERSHIP

All stallholders will be required to become a Member of Cardiff RSL if they are not already one. Membership fees are \$6.60 (1 year), \$22.00 (5 years) or \$77.00 (Perpetual). Membership must be completed at time of booking and paying for your stall.

### TABLE SIZING

Cardiff RSL will provide

2 x tables : 75cm (L) x 75cm (W). Single Site

3 x tables : 75cm (L) x 75cm (W). Single site with extra table

4 x tables : 75cm (L) x 75cm (W). Double Site

Stallholders will need to bring their own tablecloth or cover. Please discuss the table if this does not suit.





### STALL POSITIONING

No stall positions will be allocated until 95% of the stallholders have paid. Stallholders will have until three (3) weeks before the markets date to make payment or arrangement. If no contact is made the stall will be forfeited and the next available from the reserve list will be offered the position.

### BOOKING COST

**\$15** : Single Site

**\$20** : Single site with extra table

**\$25** : Double Site

### WHAT THE STALLHOLDER FEE INCLUDES

The Heart & Soul Markets showcase local quality items as well as welcoming Members and guests to the RSL. We would like to genuinely help local businesses/people promote their products so we will continue to promote everyone through any marketing options available to us.

\* Table and chair(s). Stallholders will need to provide their own tablecloth or coverings to fit their table

\* Power (by request)

### MARKETING AND PR AS FOLLOWS:

Inclusion of your business on the Heart & Soul Market Day Event on the Club's Facebook page and also on the Club's website. Stallholders will need to supply: a logo or picture, contact information, Facebook page/website details and a brief (max 50 words) outline of their business. (This will be filled out on the booking form)

This is an excellent opportunity to feature your business and give you more exposure both before and after the market takes place. Stallholders can also use this to highlight new or popular products or any other promotion related to your business. You will need to provide appropriate text and photos to accompany.

Market advertising included in Cardiff RSL's Member Email Newsletter and monthly "What's On" brochures





## TIPS FOR STALLHOLDERS

Stallholders are invited to decorate their area (without attaching anything to the walls or ceilings of the Room. Blackboards on a stand or mobile walls are permitted.

### **Before the market:-**

Once you've booked, start to tell people you are going. Whether it be in person or via Facebook etc, let potential customers know what you will be selling and what new stock you might have. Your customers will get excited and make up their minds about what they want to buy before they even get there!

If you have a new product or special, competition or offer please send through to Cardiff RSL's contact person.

### **Your stock:-**

Have a wide price range of items available. Your product strategy should be to think about offering more than 1 item category, offer a variety of colours and styles and at varied price points. Take advantage of the season and the theme of the market day, think about what products you can have that will sell really well on the day.

### **Setting up:-**

Work on your display ahead of time, practice at home and take photos so you can easily set up on the day. Have beautiful, eye-catching tags. Many items are purchased for gifts so include a lovely tag with your logo, contact details and perhaps a nice quote or saying. You want to make it easy for people to order more from you.

Business cards are handy. Many shoppers don't purchase on the day but contact stallholders for custom orders later. Hand out business cards as much as you can, you never know whose hands they'll end up in! Think about packaging. It is often quite simple to create that "wow" factor and wouldn't it be great for people walking around the market to be asking "where did you get that?"





### **On the day:-**

Make sure prices or information signs are clearly displayed for every item. Many customers won't feel comfortable in asking and you don't want to lose a potential sale over something so easily fixed!

Don't forget your float! Think about the prices of your products and what sort of change you might need. There are two ATMS in the Club's foyer for any customers that might ask you.

Make sure you have a sign or banner so people know who you are and can easily find your stall.

If you have a newsletter, have a signup sheet handy on your table and consider offering a giveaway to those who give you their details. If you do custom orders, have a photo album or digital frame showing different designs, colour selections and sizes to make it easy for customers to choose and place an order.

Keep your energy levels up! Café 45 will be open with delicious hot coffee, snacks and lunch to keep you going throughout the day. Lunch will be available for stallholders to pre-order on the day.

**Remember...** It's not just about the sales! Every market is also about you advertising and marketing your business, getting you name and products in front of people's eyes. You never know who will pick up a business card and contact you later.

There's a lot more to your stall on market day than the sales you get.

Cardiff RSL's Promotions/Customer Engagement Team Member will be on-site to assist all stallholders throughout the day.

### **TERMS & CONDITIONS**

Cardiff RSL will not chase payment for unpaid stallholder fees as we would like to spend this time on marketing and promoting the markets. If you book and do not pay your table within 3 weeks before the event, your table will be allocated to another stallholder.

You are responsible for your products and security of your stall.

If you cancel more than 1 week before the market there is no refund. You will also not be able to transfer your fee to another upcoming market held at the RSL.





If there is any damage caused due to negligence by the stallholder you will have to pay any costs associated to Cardiff RSL Club. Stallholders are not permitted to stick posters, banners etc to the walls or blinds using stick tape, blue tack or thumbtacks.

Copying the ideas and work of other stallholders may be in breach of creative copyright and is not in the spirit of the market. Any grievances need to be directed specifically to the relevant stallholders. The Heart & Soul Markets takes no responsibility in determining copyright legality.

Stallholders are responsible for leaving their site and surrounding area clean & tidy from rubbish, etc. If a stallholder's site is not left clean, a \$10 cleaning fee may apply.

Stallholders must confine their displays and signs to the stall site and keep pathways clear for patrons as per insurance policy requirements.

It is the responsibility of the stall holder to ensure they conform to any Australian standards pertaining to their product. Cardiff RSL will not be held accountable for any trademark or copyright or safety infringement.

Stalls must not pack up until the advertised closing time.

The Heart & Soul Market has the right to withdraw the right to trade of any stallholder in dispute with us. Trade will be only reinstated if the dispute is resolved to our satisfaction.

Stallholders are granted entry to the market at 8am on the morning of the market. Once you have unloaded and unpacked we ask that you move your vehicle to the general area of the carpark if you have not already done so. Pack-up will occur no earlier than the closing time of the Market.

Cardiff RSL will not accept specific table bookings. All tables will be allocated 2 weeks prior to each market. If you have any special requests such as power you will need to put this on your application form or email your request in writing. There are no table changes permitted on the day of the market without consent from Heart & Soul organizers.

*Have fun & enjoy the day!*

Thank you for being a part of our market days at Cardiff RSL!