



POLISH FESTIVAL

@ FED SQUARE

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SUNDAY 10 NOVEMBER 2024

Information Guide and Expression of Interest form for GENERAL STALLS

Due by Friday 9 August 2024

Greetings and dzień dobry,

It is a great pleasure to extend to you an invitation to lodge an Expression of Interest (EOI) for a **general stall** at the 20th Polish Festival @ Fed Square on **Sunday 10 November 2024 from 10am to 5pm**. The festival is Australia's premier Polish festival and seeks to *bring a taste of Poland to Melbourne* through a celebration of Polish culture, history and nationality.

An average of 50,000 patrons visit the festival each year. The festival is, without a doubt, an excellent opportunity for you to showcase your business or organisation.

As in previous years, a variety of Polish/ Australian businesses, organisations and schools will be participating in the festival. The program will contain stage performances, food stalls, responsible service of alcohol at the Karczma (beer garden), street performance, etc. In general terms, there will be businesses and organisations dealing in anything from silver to books or art and community services.

It is important to note that being Polish is not a prerequisite for holding a stall at the festival – in fact, we encourage non-Poles to join us. You just need to be keen to present Melbourne with a taste of Poland through goods and services connected to or associated with Poland.



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General festival provisions

1. For the specified fee, the stallholder will be provided with a marquee with four sides of which one or more can be raised. The marquee will be set up and ready for occupation at least 60 minutes prior to the commencement of the festival. (Please note that only marquees obtained through the EOI process are permitted).
2. All food and beverage stalls will be located on the River Terrace and the general stalls will be spread around the main square.
3. Although every effort will be made to ensure that each stall location has equal exposure, no guarantee can be provided.
4. Due to the size of Fed Square, there are strict limits on the number of stalls.
5. Power points may be provided upon request; however, stallholders will be required to provide their own equipment, including electrical cables, refrigeration, tables, chairs, mobile barriers etc. All electrical items must be tested and tagged. Electricians will be available on the day for a fee.
6. As this is a Polish Festival, it is a strict requirement that all activities and products must – without exception – be culturally orientated.
7. Stallholders must conduct their trade within their marquee.
8. Tables and chairs may be hired for a fee.
9. Any person who is not a stallholder and is found to be conducting trade or distributing paraphernalia during the festival will be asked to cease. If they fail to do so, they will be removed by Fed Square security staff.
10. Fed Square and the festival committee have adopted a strong sustainable focus around the venue. All stalls are required to minimize overall waste by using reusable or recyclable bags for customers.
11. Loading: The main loading bay is on Russell Street. Volunteers will assist in unloading & wheeling goods to the Main Square, but stallholders are encouraged to supply their own trolleys as trolleys are limited. Unloading is also possible from Flinders St but no volunteers or trolleys will be available. There is no loading bay on Swanston St.

Stallholder directory

In an effort to increase exposure, a stallholder directory will be provided on the festival's website. The directory will contain each stallholder's details, allowing people to contact you and take advantage of your product and/or services, extending the longevity of your exposure through the festival and beyond.



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Marketing

The festival is fully supported by a dedicated marketing strategy and will be promoted via:

- 'Virtual' Festival guide and flyer
- Festival website and Federation Square website (www.fedsquare.com.au)
- Email newsletters to database
- Advertising in Polish radio/print media and in widespread mainstream and local print media

Social media

As a stallholder, let us know if you have something on and we will endeavour to put it on our social media (i.e. Facebook, Twitter, Instagram) pages.

How to be a stallholder

If you wish to participate, please lodge a completed application form (located on the last page of this document), together with the requisite fee, **no later than 5pm on Friday 9 August 2024.**

Please note that late applications may not be considered.

In addition to completing the application form, please ensure you read and understand the additional information, guidelines and selection criteria outlined in this document.

Any enquiries should be directed to Irena Lobaza via email to stalls@polishfestival.com.au

Note: all stallholder enquiries will be responded to via email from 7th August onwards

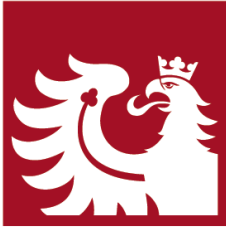
Fees

All prices are inclusive of GST.

<i>Stall type</i>	<i>Marquee size (m)</i>	<i>Fee</i>
Commercial business/ individual*	3x3	\$550
	3x6	\$935
	3x9	\$1430
Not-for-profit organisation*	3x3	\$407
	3x6	\$770
	3x9	\$1155

*Only non-food items may be sold or made available to the public

Note that this year we have maintained the same fees that were indicated for the 2023 Festival.



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Tables and chairs are available for hire at the following flat rates:

<i>Item</i>	<i>Rate per item</i>
Table (1.8m in length)	\$25
Chair	\$5

We thank you for your interest and look forward to working with you to *bring a taste of Poland to Melbourne* at the 20th Polish Festival @ Fed Square.



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Guidelines and selection criteria for participation

1. We agree to participate in the Polish Festival @ Fed Square and to abide by these guidelines.
2. We will set up our site within the infrastructure supplied by Polish Festival Inc. and be responsible for the provision of our own equipment, including electrical cables where electricity is provided. Other site requirements are to be discussed with the Stalls Manager prior to the event. Polish Festival Inc. may provide power upon request (please ensure you indicate this on your application form).
3. We agree that our stall must be Polish orientated either by nature of product, goods or services or other demonstrably Polish element and that at least one Polish speaking person (basic understanding of Polish language and culture) will be attending the stall throughout the festival.
4. We agree that the stallholder or nominee possesses, or is able to apply and reasonably expect to obtain, the necessary permits/licenses for the proposed activity.
5. We agree that the applicant must satisfy Polish Festival Inc. that they have sufficient prior experience in the nominated activity to satisfactorily carry out the activity at an outdoor venue of the nature of Fed Square.
6. We agree that our business/organisation will provide adequate staff to service our site.
7. We agree that all our business/organisation branding and promoting is to take place within the confines of Fed Square by persons with a nametag identifying the stall with which they are associated.
8. We agree to the positioning and allocation of our site as determined by Polish Festival Inc.
9. We agree to pay the participation fee at the same time as lodging the Expression of Interest application form to cover the costs associated with the infrastructure and promotion of the event, in full to Polish Festival Inc. (Advice of acceptance by Polish Festival Inc. will confirm your participation in the festival. Cancellation fees may apply if you withdraw once accepted.)
10. We agree that if accepted we may be required to provide an ABN, permits and licenses.
11. We agree not to hold Polish Festival Inc. or any member of Polish Festival Inc. or any person acting on their behalf, liable for any loss whatsoever.
12. We agree that lodging an Expression of Interest is no guarantee of participation as Polish Festival Inc. reserves the right to determine the appropriateness of the goods or services and thus determine if a proposed stallholder should be accepted (please note that if your application is not accepted, the fee will be returned).
13. We agree and accept that preference will be given to community not-for-profit orientated organisations and accept the decision of Polish Festival Inc. in determining who may participate in the Festival and that no correspondence will be entered into.



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Expression of Interest Form for

GENERAL STALL *

**NOT food and alcohol*

PERSON/GROUP/ORGANISATION DETAILS

Organisation name:		
Are you a not-for-profit organisation?	Yes/No	
Contact person:		
Address:		
Phone (mobile preferred):		
Email:		

STALL AND ACTIVITY

Type of goods/service to be provided:		
Have you previously provided these goods/services at an outdoor event?	Yes/No (if yes, where and in what year/s?)	
Will there be a Polish speaking person attending for the whole day?	Yes/No	



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Do you have the necessary permits/licences? (Circle)	Yes/ No/ Not applicable If yes, please note that copies will be required to be provided upon request. If no, but necessary, have you applied? Yes/ No
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SITE DETAILS

Using the costs table at pages 3 & 4, please nominate:	Marquee size (tick applicable box):	<input type="checkbox"/> 3m x 3m <input type="checkbox"/> 3m x 6m <input type="checkbox"/> 3m x 9m	\$
	Tables:	Number required:	\$
	Chairs:	Number required:	\$
	TOTAL FEE PAYABLE		
Is electricity required? (Please note you will need to provide your own cables, which will need to be tested and tagged – this can be done on the day for a fee).			Yes/ No (circle)
Do you require access to a loading bay on the morning of the festival?			Yes/No (circle)

Payment and lodgement details

This application form must be lodged **by 5pm on Friday 9 August 2024** by email to stalls@polishfestival.com.au

Please note that late applications may not be considered.

Payment must be made at the time of lodgement, either via electronic transfer to the bank account below or by posting a cheque (payable to Polish Festival Inc.)

Please **tick** the method of payment:

- Bank Transfer** (to Polish Festival Inc. at Westpac Bank, BSB: 033132, Acc no: 271874)
- Cheque** (attach to completed form and post to Polish Festival Inc., 1/21 Madden Avenue, Carnegie VIC 3163)

Declaration

Please sign below to confirm your acceptance of the guidelines and conditions outlined in this Expression of Interest. If signing on behalf of an organisation, you must be the authorised person to do so.

Signature: _____

Name: _____ Date: _____