

WACHUSETT MOUNTAIN Fall Festivals 2024

CONCESSION & VENDOR GUIDE



Festival season at Wachusett Mountain offers concession and craft vendors the opportunity to connect with thousands of attendees from Massachusetts and beyond.

- Wachusett Mountain's website and social media digital platforms are used by 1.3 million unique visitors annually. Festivals draw between 2,000 - 5,000 guests daily.
- Each festival is a uniquely themed weekend of live music, stage shows, contests, roaming entertainment, field games, and more!

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FOOD CONCESSION VENDORS



Whether it's kettle corn, barbecue, or something new, our guests always bring their appetites! Food vendors are encouraged to match their offerings with our festival themes.

- Food trucks, trailers, and concession stands are welcome and must be tastefully presented.
- All food vendors must submit their Westminster Board of Health paperwork/documentation at least 30-days prior to their first festival date.
- Due to the limited number of electrical hookups, all trucks must register for their electric needs beforehand. Day-of electrical requests cannot be honored.

ARTIST & CRAFT VENDORS



Artist & Craft Vendors are one of the biggest draws of our festivals. We are always on the lookout for original products and services.

- Craft Booth Spaces are sold inside the lodge and outside on festival grounds. Outdoor vendors must provide their own tent coverage unless specified otherwise. Booth sizes and electric capabilities vary per location, please contact us with specific questions.
- Craft & Artist Vendors are expected to sell mostly local and hand-crafted goods, with few exceptions, and booth displays must be tastefully presented.
- Please note that all Wachusett Mountain Festivals are family-friendly. All displays and goods must be appropriate.



2024 JURIED APPLICATION PROCESS



In the interest of fairness, **ALL** artist & craft and food truck vendors this year must go through a juried application process during registration.



A written description of your concession items, as well as photographic examples of your concessions and booth layout will be **required** for the application process.



Consideration will still be given for those that apply early, but we will also assess vendors on the quality, uniqueness, and presentation of their goods.



Vendors from previous years are **not** grandfathered in and **must re-apply** for consideration.



Application is not a contract and Wachusett Mountain reserves the right to reject any application for any reason. Rejected applications will be refunded in full.



FOR 2024 WACHUSETT FESTIVALS WILL OFFER THE ABILITY TO PURCHASE 'PREMIUM' VENDOR LOCATIONS



Premium locations cost extra and are guaranteed to be in a desirable location on the festival grounds, near the front entrance and main walkway.

- The above map is a sample meant to indicate general pricing zones. Map layouts will change from festival to festival and are subject to terrain and weather conditions.
- Wachusett Mountain Staff still reserve the right to move your booth location at any time, for any reason. Spaces held in previous years are not guaranteed.

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QUESTIONS OR CONCERNS?



Please do not hesitate to call or email!



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