

# TRADE WITH US AT RICHMOND

13TH SEPTEMBER 2025

11:00 AM - 7:00 PM

# Be part of something brilliant in Richmond.

This isn't just another pop-up. It's part of a brand new one-day celebration of creativity, culture and community in Richmond town centre- curated and produced by HemingwayDesign in collaboration with the Richmond Arts Trust and the local creative and cultural community.

**Centre Stage: Richmond** is a bold, new public festival reclaiming George Street as a platform for creativity, community and contemporary culture. Across one day, the town centre becomes a stage, canvas and playground - filled with music, theatre, food, art and joyful public participation.

Picture This:



# Sell. Grow. Connect.

We're curating two markets as part of the programme:

## 1. Makers Market

A curated market offering affordable and risk free trading for independent startup businesses, artisans, designers and creatives, across fashion, art, homewares and lifestyle goods.

- Hand-picked stallholders
- Sustainable, ethical, design-led focus
- Part of a wider cultural event celebrating music, performance, and play
- Family-friendly, high footfall event in Richmond town centre
- Business support and spotlighting emerging talent

## 2. Food Market

An eclectic street food market celebrating bold flavours and passionate producers. We're looking for:

- Independent food vendors
- Artisanal producers
- Local and regional talent
- Sustainability and ethically-minded traders
- Opportunities for sponsorship and collaboration with Richmond-based food businesses

# Pitch Fees and Deal

## Makers:

- WHOLE GAZEBO - £100 + VAT or 15% of takings (whichever is greater)
- HALF GAZEBO - £60 + VAT or 15% of takings (whichever is greater)

## Food Producers:

- WHOLE GAZEBO - £100 + VAT or 15% of takings (whichever is greater)
- HALF GAZEBO - £60 + VAT or 15% of takings (whichever is greater)

## Coffee Vendors:

- £100 + VAT or 15% of takings (whichever is greater)

## Street Food Traders:

- WHOLE GAZEBO OR VEHICLE - £200 + VAT or 15% of takings (whichever is greater)

## Bars:

- WHOLE GAZEBO OR VEHICLE - £150–£1,500 + VAT or 25% of takings over a £400–£4000 threshold (whichever is greater) depending on size of set up

## Infrastructure: 3m x 3m Gazebo

Whole Gazebo - 180cm trestle table or rail, and 2 chairs.

Half Gazebo - 180cm trestle table or rail, and 1 chair.



# Pitch Deal Explained

To keep things fair, we operate a low-risk model: if your sales exceed the threshold, we'll invoice the difference; if not, your deposit covers your pitch. You won't overpay if sales fall short, and we all share in the success when they don't.

1. Once your booking is confirmed, you'll receive an invoice for the pitch fee. This must be paid via BACS to secure your spot.
2. After the event, you'll submit a sales report (card and cash)
3. We'll calculate 15% (or 25% for bars) of your gross sales. If this is more than your pitch fee, we'll invoice for the difference (e.g. % of gross sales + VAT – pitch fee – vouchers = final amount).

If the percentage is lower than the pitch fee/deposit paid, no further payment is needed.

## Why Trade with Us?

1. **Fully supported setup** – We provide structure, table or rail, and chairs
2. **Pitch fees work on a fair, low-risk model** - meaning there's little financial risk to taking part.
3. **Marketing support** – shoutouts via event comms and social
4. **Brilliant exposure** – in front of thousands of engaged, design- and food-conscious attendees
5. **Join our network** – access future opportunities with HemingwayDesign



# What Next?

If you've traded at a HemingwayDesign event before, please complete the booking form link within the accompanying email

If you've not traded at a HemingwayDesign event before, please email [events@hemingwaydesign.co.uk](mailto:events@hemingwaydesign.co.uk) with further details on your business. Please include pictures, social media handles or website details. If we think you're a good fit, we will send you a booking form link to complete.

- We'll be in touch to confirm your pitch and request any extra info
- Traders will receive a full Welcome Pack with all setup info, social media promotional assets, and timings
- Questions? Drop us a line at [events@hemingwaydesign.co.uk](mailto:events@hemingwaydesign.co.uk)



# THANK YOU

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