HemingwayDesign

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.



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?

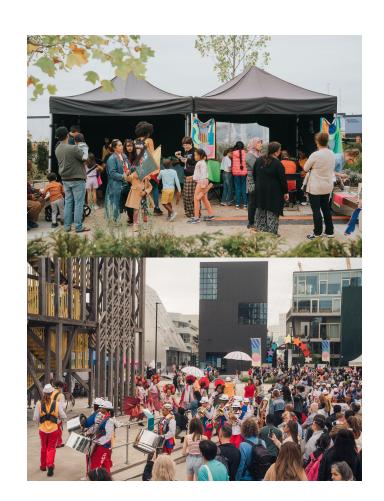
- 1. **Fully supported setup** We provide structure, table or rail, and chairs
- 2. **Pitch fees work on a fair, low-risk model** meaning there's little financial risk to taking part.
- 3. **Marketing support** shoutouts via event comms and social
- 4. **Brilliant exposure** in front of thousands of 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 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



THANK YOU

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