

2025 Mountain and Valley Wool Festival VENDOR INFORMATION

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WOOL FESTIVAL PRODUCTION

The Festival is produced by MAVWA Members, the MAVWA Board of Directors, MAVWA staff, and volunteers. The festival is great because of our members!

WOOL FESTIVAL LOCATION

The festival is on the Santa Fe Fairgrounds at 3229 Rodeo Rd, Santa Fe, NM 87507.

WOOL FESTIVAL CALENDAR for 2025

Applications are **due no later than April 4th, 2025**. The application link will be on the website no later than February 15th, 2025.

Jury selection will be completed by May 15th, and payment will be due by July 1st, 2025.

2025 Vendor setup:

Friday, October 3rd, 8 AM until dark

Saturday, October 4th, 7 AM to 9 AM – Vendor vehicles not allowed in vending area after 8 AM

2025 Festival Hours:

Saturday, October 4th, 9 AM to 5 PM

Sunday, October 5th, 9 AM to 4 PM

2025 Tear-down:

Sunday, October 5th, 4 PM to 7PM.

NOTE: Any and all assistance is welcome so that all of us can leave the grounds at a reasonable time!

Insurance:

Our insurance carrier requires all participating vendors to provide proof of insurance naming MAVWA and the Santa Fe Fairgrounds as additionally covered. (MAVWA is P.O. Box 2754, Taos, NM, 87571. The Santa Fe Fairgrounds is 3229 Rodeo Rd, Santa Fe, NM 87507). Please send a copy to: vendorinfo@MAVWAWoolFest.org.

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WOOL FESTIVAL VENDOR APPLICATION PROCESS

Only MAVWA members are eligible to apply to be a Wool Festival vendor. A family, a livestock association, or a guild is one member, and may apply as a single applicant. Two members may apply to share one vendor space, but each must submit a separate application. The vendor application is available on the [MAVWAWoolFestwebsite](#) and should be completed online.

Note: Any questions about the form or application process should be asked before final submission of the form. Contact vendorinfo@MAVWAWoolFest.org. **Late or incomplete applications may not be accepted.**

Membership Requirements

Vendors must be active members prior to applying for a vendor booth.

MAVWA Membership Fees are as follows:

- Individual - \$35
- Group - \$60

Apply for membership: mavwawoolfest.org/mavwa-membership/

Membership dues are deposited upon receipt and are not refundable.

Memberships that are renewed or paid after October are valid through December 31 of the following year. (example - membership paid in October 2024, membership is valid through December 31, 2025.)

Vendor Booth Options

There are a limited number of indoor spaces and outdoor 10X10 spaces. We will also have some spaces with an option for electricity. Given the limited number for these booths, the application will ask for preferences.

On the application you will have these choices:

- Outdoor 10X20 - Booths in the Animal Pavilion are offered at the outdoor price
- Outdoor 10X10 - Booths in the Animal Pavilion are offered at the outdoor price
- Indoor 10X20
- Indoor 10X10
- Single Table – This new option gives a chance for new producers to get their feet wet. The table will be a 6' table, location to be determined.

If you choose an indoor option, you will also be able to indicate if outdoor is OK if space is not available inside. Note that indicating that outdoors is not acceptable to you will not give preference in the booth assignment lottery.

You will also be able to indicate if you desire electricity and if it is a requirement for you.

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Booth fees:

Note that our booth fees have not changed, so if you can help recruit vendors so all the slots are filled, we can cover our costs and keep the fees low!

- Outdoor 10X20 = \$420
- Outdoor 10X10 = \$315
- Indoor 10X20 = \$600
- Indoor 10X10 = \$394
- Table - \$50
- Electricity will cost an additional \$50
- For shared booths, each partner must apply and pay separately. There will be a \$100 discount for each partner in a double booth.

Silent Auction Item

In 2025 all vendors must provide an item of at least a \$40 retail value for the Silent Auction. The silent auction helps us keep registration fees lower! The Auction will be on Saturday.

Please bring your item(s) to drop off when you pick up your vendor packet.

PAYMENTS and REFUNDS Acceptance Notifications will be made the first or second week of May 2025. Vendor booth payment will be due by July 1st. Failure to pay vendor booth fees by the payment deadline will terminate your acceptance and automatically open your space to a vendor from the waitlist.

If a vendor cancels after acceptance to the Wool Festival, vendor fees will be refunded on the following schedule:

- Between May 1st and June 30th: any vendor fees paid except \$50 will be refunded.
- Between July 1st and August 15th: all vendor fees except \$150.00 will be refunded.
- After August 15th: no fees will be refunded.

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Wool Festival Vendor Specifics

MAVWA Provides:

- Vendor spaces from Friday morning through Sunday evening.
- Security from Friday morning through Sunday evening.
- Electricity ONLY as described in booth offers. Generators are not allowed.
- MAVWA does NOT provide canopies, tables, or chairs.
- The outdoor vendor areas may have gravel dirt and/or weeds with burrs so a floor covering is recommended. This may be as simple as heavy plastic from a home improvement store.
- The Fairgrounds provides WiFi access. Your vendor packet will have details. As always, be prepared with backup options in case of WiFi failure.
- MAVWA does NOT assume responsibility for loss or damage of any kind sustained by vendors. **Vendors must obtain insurance coverage for the period of the Festival.** Please send MAVWA a copy as a named insured to MAVWAVendors@gmail.com

Taxes

Every vendor must have a New Mexico Department of Taxation and Revenue C.R.S. tax I.D. number, and must collect sales tax at the Wool Festival and pay the collected taxes to the State of New Mexico.

Booths

1. All structures and displays must be well-constructed and able to withstand wind, rain, and snow. Vendors may be held liable for injury and/or damage caused by their tents or other property.
2. Outdoor tents must be staked or secured with sufficient weight to withstand any weather conditions. Weight of at least 30 pounds per canopy leg is recommended. Some of the outdoor areas are too hard for stakes.
3. Indoor spaces will be marked, but pipe and drape between booths will not be provided.
4. Every booth and its contents are expected to be tidy, in good taste, and generally attractive.
5. Every booth and all its merchandise, displays, fixtures, furniture, and equipment must be contained within that booth's allotted space. - Where applicable, vendors may use available space behind their booth for storage only, and may not obstruct any foot traffic.
6. Every vendor must display a sign or signs indicating the name of the vendor's business, and a booth number sign (provided by MAVWA).
7. No vendor set-up is permitted before 8 AM on Friday. However, we will again be offering vendors who volunteer to help on Friday the opportunity to set up on Thursday.

Booth Tent Rental

MAVWA is not able to facilitate vendor tent rentals. There are a number of providers in Santa Fe, but any setup must adhere to the general setup timing provisions.

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Booth contents

1. All goods offered for sale must be owned by MAVWA members.
2. Merchandise should focus on following categories:
 - a. Fiber animal products (examples: wool, pelts, horn, milk, and meat, and products made from these things)
 - b. Equipment, materials, and supplies used for creating animal fiber products (examples: spinning wheels, looms, knitting needles, dyes, buttons, books, and patterns)
 - c. Items that are neither of the above but that promote the animal fiber industries (examples: photos, paintings, drawings, jewelry, etc. depicting fiber animals; accessories such as shawl pins).
3. Festival promotional T-shirts may not be offered for sale by any vendor other than MAVWA.
4. The vendor should have added value to any fiber and fiber products through spinning, dyeing, knitting, felting, etc. Resale fiber items without value added by the vendor are not permitted.
5. Fiber merchandise should focus on animal fiber, and promote, emphasize, and be "about" the animal fiber.
 - a. Finished goods: The amount of animal fiber is at the discretion of the artist; however, the item should visually contain at least 25% animal fiber.
 - b. Bags and baskets made by vendor from plant or other non-animal fibers may be offered for sale but the focus should support the MAVWA mission.
6. Booths or materials determined by the MAVWA board to be inappropriate or not in keeping with these guidelines must be removed from the Festival grounds immediately.

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Animals

Animals, except service animals, are only allowed on the fairgrounds with prior coordination. Please contact the Fiber Animal Coordinator (contact [Jill Knuckles](#)) for details.

Business Hours

All booths are to be open for business during the Wool Festival's stated business hours. Vendors may not set up, break down, or give the appearance of doing either, during business hours.

Cleanup

After close on Sunday, all Vendor booth areas are to be left free of trash and other materials (including zip ties).

Cardboard boxes may be broken down and placed in the designated area.

All vendors must depart by 7:00 PM on Sunday. Please remember that the folks tearing down festival common equipment on Sunday also need to pack up their own booths, so **we can use as many helpers as possible!**

Failure to comply with booth requirements, set-up, and take down rules may result in non-acceptance in the festival in future years.

Our Festival depends on all of us chipping in to help.

Please consider volunteering for one of the many opportunities to play your part! Some of the common tasks are Festival set-up on Friday afternoon, tear-down on Sunday afternoon, and intake, checkout and scribes for the various shows. This year, we are offering vendors who volunteer to help on Friday the opportunity to set up on Thursday. Please contact the Volunteer Coordinator for details! In addition, we have a few "hired hands" positions that are available for Vendor-associated folks. If you will have someone on your "team" who can provide some help, please indicate that on the application form.

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MAVWA HISTORY and MISSION

In the early 80's Christian Community Services in Alamosa, CO created the Wool Products Association, which was incorporated as the Mountain and Valley Wool Association (MAVWA) in 1983 and granted non-profit status in 2016. The original goal was to provide networking and educational support for wool producers and crafts people of the Upper Rio Grande region of southern Colorado and northern New Mexico.

MAVWA's definition of wool later expanded to include the wool or hair of any animal, and its sphere of influence eventually expanded to include all of Colorado, New Mexico, and Texas.

The MAVWA mission today is the same as it always has been: to support our region's animal fiber industry. MAVWA provides its members with marketing, advertising, networking, and educational opportunities via: the Mountain and Valley Wool Festival, a website (MAVWAWoolFest.org), a Wool Festival program / MAVWA directory, newsletters sent to the membership, and classes.

WOOL FESTIVAL VENDOR SELECTION PROCESS

The MAVWA jury committee awards vendor space based on the following criteria (NOT in any particular order). Note that these criteria are used to judge between entries and are not meant to discourage applicants.

- Applicant's involvement in the Colorado / New Mexico / Texas/Navajo Nation animal fiber industry.
 - Residents of CO, NM, TX, and the NN are given higher priority
- Source of animal fiber
 - Animal fiber grown, processed, and/or crafted within our region has highest priority;
 - Animal fiber grown, processed, and/or crafted outside of our region but within the U.S. has lower priority.
 - Other animal fiber has lowest priority.
- Animal fiber receives higher priority than non-animal fiber.
- Applicant's involvement in MAVWA.
 - Those who have participated in MAVWA - as members, vendors, instructors, staff, volunteers, financial contributors, etc. receive higher priority.
- Applicant's attitude and compliance with MAVWA regulations.
- Value added by the applicant to purchased fiber.
- Diversity contributed to the Wool Festival by the applicant's merchandise, and its contribution towards the MAVWA Mission.
- Quality of the applicant's merchandise.
- Presentation of the applicant's merchandise.