



Winter Wanderland IN UNION SQUARE

SAN FRANCISCO'S ICONIC SHOPPING DESTINATION, UNION SQUARE, LAUNCHES ITS FIRST HOLIDAY MARKET

Winter Wonderland Holiday Market in Union Square, its first holiday market, turns Hallidie Plaza into a shining fairytale land. Local, handmade gifts, holiday tree decorations, sweets and warm drinks await as well as live entertainment, Santa's Workshop and DIY crafts for kids and adults alike. The holiday market, along with the Holiday Ice Rink in Union Square, will be the foundation of the Union Square Alliance's holiday campaign, Winter Wonderland in Union Square, linked together by magical illuminations to encourage visitors an enchanting exploration throughout the district.

With twinkling lights and gentle snowfall to holiday carols and smells of roasting chestnuts and hot cocoa, Winter Wonderland Holiday Market will illuminate the area and awaken the senses. Guests will wander in awe, relax to the sounds of San Francisco's finest entertainment and marvel at the variety of art and crafts only San Francisco has to offer.

Winter Wonderland Holiday Market is a collaboration between Willy Bietak Productions (WBP), owner and operator of The Holiday Ice Rink in Union Square; and the Union Square Alliance (USA).



MARKET INFO

Dates & Hours

FRIDAY, NOVEMBER 25, 2022 THROUGH SATURDAY, DECEMBER 24, 2022
NOON TO 7 P.M. DAILY

LOCATION, LOCATION, LOCATION *Hallidie Plaza*

Hallidie Plaza is a public square located at the entrance to Powell Street Station on Market Street in the Union Square area of downtown San Francisco. It is expected to draw more than 150,000 people who live, work and visit San Francisco during the holiday season. Based on conservative projections and capture rates, we expect 3,000–5,000 visitors to the Holiday Market per day.



Calling All Makers, Merchants, Artists and Food Vendors

The Holiday Market is seeking Bay Area makers, merchants, artists and food vendors to be a part of Winter Wonderland, an extraordinary new holiday destination opening in Hallidie Plaza on November 25 through December 24, 2022.



VENDOR INFO

The Holiday Market is seeking vendors who offer products and delicious food and beverage at approachable prices that celebrate the best of the Bay Area. We are looking for a mix of rotating makers, merchants, artists that offer holiday gifts & décor, clothing & accessories, toys & entertainment, art & collectibles, jewelry and more.

We are looking for vendors who offer a variety of traditional holiday market treats (e.g., roasted chestnuts, hot roasted candied nuts, Gluhwein/mulled wine, classic gingerbread, mulled cider, luxury hot chocolate, classic stollen) that are both family friendly and easy to eat while shopping and enjoying performances and musical entertainment.

We are committed to producing a holiday market that showcases the talents of local artists and offers a diverse selection of unique holiday treasures and gifts.

WE ACCEPT APPLICATIONS FROM VENDORS WITH PRODUCTS THAT ARE:

- Great holiday gifts
- San Francisco/Bay Area made
- High-quality
- Handmade/crafted
- Ethically produced

WE DO NOT ACCEPT APPLICATIONS FROM VENDORS WITH:

- Direct sales & multi-level marketing (Amway, Avon, Mary Kay, etc.)
- Wholesale distributors
- Products using licensed imagery/brands
- Weapons
- Products with negative or divisive messages
- Tobacco and CBD products

Apply Now!

[CLICK HERE TO APPLY NOW](#)

Please note that due to the high volume of applications to the Holiday Market, you will only be contacted by our team if we can offer you a spot.

VENDOR INFO

Stall Specs

There will be single vendor stalls and double vendor stalls. Stall sizes are:

SINGLE STALL: 6' x 6'

DOUBLE STALL: 13' x 6.6'

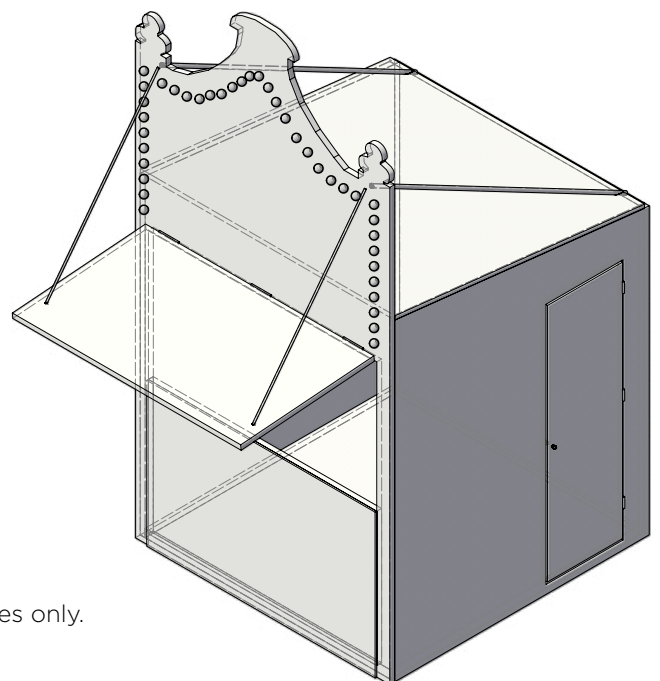
Vendors will be provided with the following:

- One vendor stall, each adorned with holiday lights.
- One 8.5x11 sign with vendor name and logo.
- Select stalls will have access to limited power.
- Dedicated roaming security guards throughout the Market.
- On-site market manager.

The following are available to rent:

- 4ft. Tables are \$10 each per day
- Chairs are \$5 each per day

All stalls will be occupied daily making the Holiday Market robust, lively and a must-visit holiday destination for locals and visitors alike.



NOTE: All booth/market images in this document are examples only.

HOW IT WORKS

Terms & Conditions

Vendors must agree to WBP full terms and conditions to participate in the Winter Wonderland Holiday Market Vendor Pop-Up program. A high-level overview is provided below. The full terms and conditions will be provided to qualified vendors at the time of selection.

Set up and Break down: Vendors must set up and break down their areas daily. Vendors are responsible for the cleaning of their booth area and the disposal of trash before leaving. You will not be permitted to return and will forfeit your deposit if you fail to do so. WBP is not responsible for any items left behind or lost. Onsite or overnight storage is not available nor is it permitted. Vendors display, merchandise and/or food/beverage must be contained within the confines of their stalls. Banners and signs displayed/adhered to the stalls are not allowed.

Location: Outdoor; assigned stall locations within Hallidie Plaza.

Sustainability: All businesses must adhere to the City of San Francisco's sustainability practices, including but not limited to the use of compostable disposables, no single serve condiments, no single-use plastic water bottles, responsible waste and grey water management practices.

Food Sales: All those selling food must have a valid California State Department of Health Permit to operate. A Temporary Food Service Permit will be required for food sales. A copy of the permit must be provided prior to final acceptance. Cooking on site will not be permitted.

Required Documentation

****To be provided as a condition of acceptance***

- Current business license or seller's permit;
- Insurance requirements as outlined in the attached document; and
- For vendors selling alcohol, vendors must hold a valid State of California liquor license from the California Department of Alcoholic Beverage Control ("State Liquor License") OR meet all of the requirements of the State Liquor License as outlined Part 8 of the Rules for Special Use Permits.

HOW IT WORKS

Participation Fees

- Application fee of \$25 will be waived for the first year (2022).
- First-year participants will not be charged application fees in the future and will be given priority scheduling.
- Fees are based on a flat fee rental structure with pricing based on type of business and day of the week.
- Vendors will be charged a \$40 deposit. Deposit will be refunded within two-weeks of the last day onsite if Set up and Break down policies are adhered to.
- Fees must be pre-paid. If fees are not received, WBP reserves the right to reallocate your stall.



Makers/Merchants/Artisans (with brick & mortar retail store) daily fees:

- Single Vendor Stall: \$125/day (Monday–Friday) and \$175/day (Saturday/Sunday)
- Double Vendor Stall: \$200/day (Monday–Friday) and \$250 (Saturday/Sunday)

Makers/Merchants/Artisans daily fees:

- Single Vendor Stall: \$95/day (Monday–Friday) and \$145/day (Saturday/Sunday)
- Double Vendor Stall: \$150/day (Monday–Friday) and \$200/day (Saturday/Sunday)

Food Vendors (with brick & mortar restaurant space) daily fees:

- Single Vendor Stall: \$125/day (Monday–Friday) and \$175/day (Saturday/Sunday)
- Double Vendor Stall: \$200/day (Monday–Friday) and \$250/day (Saturday/Sunday)

Food Vendors daily fees:

- Single Vendor Stall: \$75/day (Monday–Friday) and \$125/day (Saturday/Sunday)
- Double Vendor Stall: \$125/day (Monday–Friday) and \$175/day (Saturday/Sunday)

Food Vendors serving alcoholic beverages daily fees:

- Single Vendor Stall: \$200/day (Monday–Friday) and \$250/day (Saturday/Sunday)
- Double Vendor Stall: \$300/day (Monday–Friday) and \$400 (Saturday/Sunday)

Current members of the Union Square Alliance will receive a 20% discount on fees listed above.

NEXT STEPS



APPLICATION STEPS

PHASE 1:

Applicants register their interest [here](#).

PHASE 2:

Holiday Market team reviews applications and responds within 24 hours.

PHASE 3:

Qualified vendors receive Terms + Conditions Agreement, Invoice and Vendor Information Packet.