

21 July 2010

Dear Stallholder,

**You are invited to apply for the 19th Victorian Christmas Market at Kelham Island Museum
Sat 4 Dec (10am–7pm) & Sun 5 Dec (10am-5pm)**

In 2009 we had a record breaking year with over **12,000 visitors** and more than **80 market stalls** and demonstrators and wish to thank everyone who played a part in the fun and festivities.

This year, will once again feature a Dickensian theme, 'Market Quarters' and family entertainment programme which we believe improved the customer experience for visitors and stallholders alike.

Our priorities will be to create a traditional Victorian Christmas ambience that offers a balance of new and established stalls and provides visitors with a wide range of quality goods and prices. As always, we encourage local and handmade items and stalls that can offer demonstrations of traditional crafts and skills or add to our family entertainment programme. We can also offer the opportunity to promote your stall within our Event Programme.

Please note that stall allocation will not be on a first come first served basis as in previous years. As stalls are limited, we will base our selection on the priorities given above so please provide us with as much information as possible on your application form.

Stalls are priced at either £78+vat or £95+vat and charity stalls at £52+vat. All prices include a table or stall. Stall prices are determined by allocation within a specific market quarter and the amount payable will be stated in your confirmation letter.

Please find enclosed an application form and guidance notes on how to complete and return your form to us. Your application including all required paperwork must be received by **Fri 10 Sept 2010**. For enquiries regarding this event, please contact us at events@simt.co.uk.

You will then receive a written response as to whether your application has been successful by Mon 27 Sept 2010. Successful applicants will be sent further information including terms and conditions and payment details. **Please do not send any payment with your application form.**

Thank you for your interest, we look forward to receiving your application.

Best regards



Niki Connolly
Events & Marketing Officer
Sheffield Industrial Museums Trust