

BLOOM BLOCK PARTY



BLOOM
CAFE

Market Stallholder Application Criteria & FAQ

What and when is the Bloom Block Party?

Thanks to the generous support of the City of West Torrens, the Bloom Block Party will be held on Sunday 16 April from 10am-4pm.

The event will feature a live music stage, an artisan market, delicious snacks, coffee and refreshing cocktails. It will activate the plaza outside Bloom cafe, our Winwood Garden function space and Winwood and Holland Street.

Bloom Cafe hosted a very successful and well received Block Party in 2022. Over 1600 guests attended and we expect this to continue to grow in 2023!

How are you promoting the event?

We will be promoting this event via paid advertising through our social channels (with over 24,000 followers), via City of West Torrens paid digital and via online publications like GLAM, CityMag, Broadsheet, Play n' Go and more!

What kind of stallholders are you looking for?

With only 16 stall spots available, we are seeking to provide customers with a unique, premium shopping experience which supports local artisans and makers from 'the Westside' or South Australia more broadly.

Stallholders we'll be seeking to fill the mix include;

- adult clothing and jewellery
- ceramics
- potted plants and/or fresh flowers
- homewares, art, unique gifts
- baby and children's homewares, craft activities, toys or clothing
- housemade pantry produce
- beverages (alcoholic and non)
- fresh, delicious lunch and dessert offerings

What are your criteria for selecting stallholders?

We are seeking to feature as many businesses that operate or reside in the City of West Torrens council area to ensure we are truly supporting our local business community and provide a great themed event.

However, **first and foremost** we will select businesses (from anywhere in SA) who can demonstrate they offer a unique, creative, hand crafted product that is reasonably priced and creates a complementary mix to the other stalls.

How do I apply to be a market stallholder?

Please complete the online application form via our website. If you have any questions about the application process please email marketing@38bloom.com.au.

BLOOM SUMMER BLOCK PARTY



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Which stall is right for me?

We have 3 stall options available;

- 3m x 3m unpowered stall - \$165 (marquee included)
- 3m x 3m unpowered stall with modern wooden trestle (1.1m x 2.2m) - \$200 (marquee included)
- Food or drink site - \$250 (marquee included)

All stalls will be outdoors in Holland Street, alongside Bloom Cafe. The live music stage, food stalls and bar will also extend onto Holland and Winwood Street to provide a great atmosphere in this area.

We will be supplying all market stalls with their own white 3m x 3m pop-up marquee. The marquees will be set-up and packed down for you to allow you an easy bump in and out on the day.

Can I have power?

Power can be supplied for a fee.

Can I request where I am positioned at the market?

Stall location will be allocated by Bloom to ensure the best mix and customer experience at the event.

More information about market set-up, logistics and expectations of stall holders.

Set-up time:

Car loading zone in Winwood Street and Holland Street - 7am-8am.

Set-up on site from 8am ready for 9:30am event briefing.

Pack-down:

Pack-down on site from 4pm.

Car loading zone in front of the market from 5:30pm.

All market stallholders must hold a current Public Liability Certificate to the value of \$10 million.

All food and beverage vendors must hold a current Public Liability Certificate to the value of \$20 million. A food business number will need to be supplied.

Free all day car parking is available off of Winwood Street in the car park.

