

Willkommen! Welcome!

The Black River Falls Downtown Association invites you to the sights, sounds and tastes of Christmas. With a visit to Black River Falls' annual Christkindl Festival you'll relive a centuries-old tradition.

No one knows how to celebrate Christmas like the Germans. It's thanks to German traditions that we decorate Christmas Trees, hang Christmas Wreaths and put Nutcrackers on mantels. Because of them, we bake gingerbread men, open Advent Calendars, fill Stockings with treats and put Angels on-top of Christmas Trees.

Since the Middle Ages, German towns have held Christ-child markets, or Christkindlmarkt, in their market squares. The tradition of the Christkindl is known among German-speaking countries such as Germany, Austria, Switzerland, and also Czech Republic, Italy, Liechtenstein and even some South American countries.

Christkindl is a fairy-like being, dressed in a gold and white robe with a crown atop her golden hair. Depending on region and family tradition, either the Christkind (pronounced Kristkint) or "Der Weihnachtsmann" (Father Christmas or also know as Kris Kringle or Santa Claus) will be the bearer of gifts for children on Christmas Eve.



During Advent, which runs approximately from our Thanksgiving holiday through Christmas Eve, rustic timber booths draped with fragrant evergreen boughs, line the town squares. It is here that vendors and artists sell items such as toys, blown-glass ornaments, cones of warm sugared almonds and steaming mugs of Glühwein (spiced mulled wine) to holiday shoppers. It's a charming tradition, but a hard one to import to the United States. We have the convenience of Malls, not market squares. But that hasn't stopped the Black River Falls Downtown Association from creating a new tradition, complete with Father Christmas and Christkindl, the markets namesake.

Christkindl Festival goers will enjoy traditional wares, food and vendors. Inside festive heated tents, the holiday crowd will find a heart-warming ambiance filled with the Christmas Spirit as they drift from booth to booth. Guests will be able to take in the joys of the holidays by listening and watching on-stage performances by dancers, theatre groups and local musicians. Kindling the magic of Christmas, visitors will also be enchanted by a live reindeer exhibit. Since the festival is located in Downtown Black River Falls this allows guests to visit all the unique shops and businesses. Stroll down the streets and vote on a favorite window display and see the craftsmanship of local talent at the Gingerbread House Exhibit at Black River Country Bank which hosts the entries for the Gingerbread House Contest. As night-time approaches, guests will be awed by the beauty of an evening Christkindl Festival parade called the Night of Lights. For an even more magical winter experience, visitors can take a romantic evening ride in a horse-drawn carriage. Imagine how much fun family and friends will have starting off the holiday season with a visit to Black River Falls' Christkindl Festival.

This exciting, seasonal event celebrating the Old World charms of Christmas with residents of and visitors to Black River Falls Wisconsin kicks off with a Christmas Tree lighting and coronation event of Christkindl and Father Christmas on Friday, December 2<sup>nd</sup>, 2011 beginning at 6pm. The festivities continue Saturday beginning at 9am.

Please help us make this event a success. With unique and quality hand-crafted traditional gifts and exhibits the Christkindlmarkt will be a holiday fare that becomes a life-long family tradition for the young and old.

We are looking for food vendors to participate in the Christkindlmarkt. To keep the traditional element to this event we are seeking food items such as large, soft pretzels, roasted nuts, pulled pork sandwiches, brats, sausages, potatoes, stews, German cuisine and beverages such as Glühwein (spiced mulled wine) and other winter favorites. Due to limited space for vendors, the Christkindl Festival Committee reserves the right to select vendors that best-fit the Christkindlmarkt appeal. All vendors, exhibits and entertainment will be grouped together in large heated tents either connected together.

Thank you,



Deanna Lisota—Christkindl Festival Committee Chair man



# Christkindlmarkt Food Vendor Information



We encourage the use of traditional, Old World European Christmas theme and German cuisine as much as possible in your menu of food items. The Christkindl Festival Committee will select vendors that best fit the Christkindlmarkt appeal. This application will not guarantee space at this event. The Christkindl Festival Committee has the right to refuse or deny any vendor which does not meet their requirements.

- Christkindlmarkt is scheduled for December 3<sup>rd</sup>, 2011 from 9am to 6pm.
- Each space is approximately 8' x 10' and will be arranged together as a group in large heated tents.
- Vendors are responsible to provide their own table(s), chair(s), food equipment, lighting and other props needed.
- Set-up begins at 7:00 a.m. on December 3<sup>rd</sup>, 2011 (Christkindl Festival Staff will be available at that time).
- The vendor fee is \$50.00 per space.
- Payment is required with the submission of the Christkindlmarkt Registration Form.
- You will be notified and your payment will be returned to you if you are not selected to participate as a vendor in the Christkindlmarkt.
- No REFUNDS will be granted for cancellations or no-shows.

## HOW TO REGISTER

- Make Checks Payable to: Black River Falls Downtown Association
- Mail Registration and Payment to: P.O. Box 27, Black River Falls, WI 54615
- For further information call: Grady Gutknecht at: (715) 896-0990
- Web site: [www.christkindlfestival.com](http://www.christkindlfestival.com)
- Email: [info@downtownblackriverfalls.com](mailto:info@downtownblackriverfalls.com)
- Return your Registration Form and Payment to the above by November 1<sup>st</sup>, 2011

## Christkindlmarkt Registration Form

(Please print all information completely)

Contact Person: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web site address: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_ Zip: \_\_\_\_\_

Description of Menu : \_\_\_\_\_

\_\_\_\_\_

Number of Spaces Need (8'X10' each space): \_\_\_\_\_

Please remove my name from your list: \_\_\_\_\_

<u>For Office Use Only</u>	
Date Received:	_____
Amt Paid:\$	_____
Check #:	_____
Approved: Yes	_____
No	_____
Booth #:	_____