

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 2nd, 2011 at 6 pm. The festivities continue Saturday morning 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 high-quality artisans, crafters and vendors to participate in the Christkindlmarkt. Due to limited space for vendors and the importance of having the highest quality merchandise, 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 or in close proximity to each other.

Thank you,



Deanna Lisota—Christkindl Festival Committee Chairman

Please find the Registration Form enclosed which outlines details for registering for this market.



Christkindlmarkt Vendor/Exhibit Information



We encourage the use of traditional, Old World European Christmas theme as much as possible in your merchandise and decorating your exhibit space. 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. Preference will be given to vendors of hand-made items. Commercially manufactured products may be accepted is space allows.

- Christkindlmarkt is scheduled for December 3rd, 2011 from 9 a.m. to 6pm.
- Each space is approximately 8' x 10' and will be arranged together as a group in large heated tents.
- Vendors are encouraged to decorate their space with festive decorations. Prize awarded for best decorations.
- Vendors are responsible to provide their own table(s), chair(s), lighting and other props needed.
- Set-up begins at 7:00 a.m. on December 3rd, 2011 (Christkindl Festival Staff will be available at that time).
- The vendor exhibit fee is \$50.00 per space.
- The Registration Form must include a photo(s) of merchandise you sell and/or of your previous booths you may have had at other fairs showing your merchandise and booth layout. Photos may also be emailed separately if needed. Photos will not be returned.
- 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: (715) 284-2203 or (715) 896-0990
- Web site: www.christkindlfestival.com
- Email: info@downtownblackriverfalls.com
- Return your Registration Form and Payment to the above by November 1st, 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 Merchandise: _____

Number of Spaces Needed (8x10 each space) _____

Will Provide Demonstrations: ___ Yes ___ No

Need Electric Hookup _____

Please remove my name from your list: _____

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