



Dickens of a Christmas 2010

Vendor Information

What is Dickens of a Christmas?

Dickens of a Christmas had its beginnings in the Market Area of downtown Roanoke over twenty-seven years ago as a way to encourage holiday shopping. With the Historic Market Area decorated in old-fashioned greenery and bows, shop owners would dress in Victorian costume and offer cookies and cocoa for a weekend in December. This offered a fun-filled alternative to holiday shopping at the mall.

The event has emerged into a holiday festival, which for several years has won the *Roanoker Magazine's* platinum award (the highest possible) for "Best Tradition" in Roanoke, voted by the readers of the magazine. For four years, The Southeast Tourism Society honored Dickens of a Christmas as a Top 20 Event in the Southeast.

The event includes horse drawn carriage rides, carolers in the streets, various street performances, re-enactors dressed in costume, and much more. Various merchants and organizations give away roasted chestnuts, hot cocoa and hot apple cider to attendees.

Location: Historic Roanoke City Farmer's Market

Size of Space: 10' x 10' – **No Tables or Tents will be provided.**

Cost:	12/3/10	\$100/Space	Please make all checks payable to DRI Visa, Discover, Mastercard Accepted No refunds will be given
	12/10/10	\$100/Space	
	12/17/10	\$100/Space	
	All Three Nights	\$250/Space	
	Food Vendors	\$150/Night or \$350 for all 3 nights	

Time: 6PM – 10PM

Setup: 4:30PM – 5:30PM **Vendors must be set up by 5:30PM and cannot vacate vendor area until after 10:00PM.**

Deadline: **Please return application and Fee by November 22, 2010 Space is limited.** Dickens of a Christmas **will not** be canceled due to inclement weather unless there are extreme circumstances.

Questions: Call Tina Workman
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