

NONFOOD AT ROSKILDE FESTIVAL 2024

After a successful Roskilde Festival 2023 with lots of happy festival guests, we hope to present yet another fantastic festival when we open the doors in 2024. An important part of a successful festival - besides the music, the art, the community – is the diversity of stalls selling food, clothing, crafts, jewellery, and much more, as these stalls help create the unique Roskilde atmosphere, an important part of the big city of Roskilde Festival.

Exciting business opportunities with a large customer base

- Counting guests, staff, artists, and media, more than 130,000 people participate in the festival, thus presenting a large customer base.
- The average festival goer (besides the ticket price) spends DKK 2.500 – 3,000 during the festival on food, drinks, and various non-food products.
- Roskilde Festival sells app. 60 non-food stalls with exciting opportunities for branding and good turnover.

Focus on responsible trade and use-and-throw-away culture

Roskilde Festival wants commercial trade that is varied, unpredictable, and atmospheric. But first and foremost, we want commercial trade that reflects the festival's desire to constantly move in a more sustainable direction, both socially, environmentally, and economically.

We therefore place particular emphasis on inviting stalls that contribute to or specifically seek to solve social and environmental challenges.

In relation to environmental sustainability, we will in the coming years have a special focus on developing a circular festival. We want to do away with disposable consumption and therefore place special emphasis on stalls with products that are made of proper quality, durable materials, and with a long life.

Economic sustainability is, among other things, about sustainable consumption and finding the balance between human needs and the limitations of nature. In the coming years, we will therefore focus on challenging the use-and-throw-away culture placing special emphasis on stalls with a focus on reusing and recycling materials and products.

In relation to social sustainability or social justice, it is primarily about ensuring that the people who produce the items that are traded are treated properly and fairly. In the coming years, we will therefore have a greater focus on selecting stalls that work to ensure ethical and responsible trade in the entire production and supplier chain in relation to the products sold at Roskilde Festival. We also emphasize stalls that have a socio-economic purpose or in some other way seek to solve or meet a societal need, e.g., activation of vulnerable target groups.

Assortment of your stall

Your assortment and brand (brands) must meet the following minimum requirements in relation to sustainability:

- Products must be of proper quality, durable materials, and have a long life.
- The product must not appeal to a "use-and-throw-away" culture.
- The product must live up to a sustainable standard, which includes more environmentally friendly materials and more environmentally friendly production from a life cycle perspective e.g., recycled materials, GOTS-certified cotton, FSC labelled products, fair trade labelled products, deadstock, etc.
- Products within hair/skin care etc. must be allergy and environmentally friendly.



Examples of the products that the festival prefers to promote sustainable consumption and production:

- Direct recycling
- Jewellery produced in recycled silver/gold
- Upcycled materials that are re-sewn (e.g., from deadstock)
- Clothes/products in GOTS-certified cotton
- Clothes/products in recycled polyester that are GRS certified (or equivalent)
- Swan-labelled hair/skin care products (or clear product declaration showing allergy-friendly and environmentally friendly content)

Remember to include in your application how the products meet the above.

Roskilde Festival reserves the right to request additional documentation regarding your sustainable profile in connection with your application.

If you apply for a stall at the Do Good Market which is targeted at small, green entrepreneurs, we do not expect certifications or the equivalent but other documentation for your sustainable profile.



*Han Kjøbenhavn
7 front meters*



Pleasant, 8 front meters

If you would like to join Roskilde Festival 2024 with a non-food stall, please read on for further details:

Sustainability in your stall's assortment

If the products/goods contribute to promoting sustainable and socially responsible development, remember to state this in the application.

Important date

1 February 2024: Deadline for applying.

Applications received after 1 February will be read and considered but with less chance of being offered a stall.

FORENINGEN ROSKILDE FESTIVAL

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NONFOOD LOCATIONS AT CAMPING AND THE FESTIVAL SITE

Camping site (8 days: 29 June – 6 July):

East City	The service and trade area in East City have, in addition to non-food stalls with wide product selections, also a variety of food stalls, merchandise sales, beer sales, refund stall, etc., and is therefore very popular. In this area, the focus is on stalls offering product selections to activate the audience.
Central Park 8 days	This service and trade area has, in addition to non-food stalls with wide product selections, also a variety of food stalls, merchandise sales, beer sales, refund stall, drugstore, Information, etc., and is therefore very popular. This area houses two music stages with a music program starting Sunday 30 June and running over 7 days.
Camping West	A smaller service and trade centre in the festival's western camping area, close to the railway bridge and thus an area with great exposure, which, in addition to non-food stalls with a wide range of goods, also contains food sales and other services. GAME with various sports activities will in 2024 be a major programmed audience activity during the warm-up days.

The camping areas open for guests on Saturday 29 June between 10.00 and 16.00 – and from this time on all service facilities including food, beer, and refund stalls will be open. All non-food stalls in this area must have set-up their stall/tent on Thursday 27 June no later than 18.00.

Festival site (4 days: 3 – 6 July):

Central Park 4 days	One of the festival's most central and sought-after commercial areas located immediately next to Orange Stage's audience area and particularly - but not exclusively - focuses on stalls with mainstream products. Audiences use this area as a central timeout between large concerts or maybe a concert at the Tent Stage. Traditionally, the non-food stalls of the area comprise high quality products and brands.
Eos	A new trade area with a view of the non-food stalls in Central Park 4 days, which together form the largest non-food trade area. The area is close to the new 7-day stages Gaia and Eos, food stalls, and bars.
Bazar	A trade area with a central location at the western part of the festival site, located southwest of the Orange Stage. Special focus on stalls with well-known fashion brands and typically an area festival participants visit to shop and get something to eat and drink.
Art Zone	Cosy, smaller, and well-attended trade area close to the large commercial area near Gloria stage and Food Court with a wide range of both food stalls and non-food stalls with beautiful, classic, and colourful festival products such as t-shirts, summer dresses, and sunglasses, etc. Art Zone is in the triangle between the festival's three biggest stages and contains plenty of life and audience activities.

The Festival site opens for guests on Wednesday 3 July at 17.00 – and from this time on all service facilities including food, beer, and refund stalls will be open. All non-food stalls in this area must have set-up their stall/tent on Tuesday 1 July at 12.00 noon.



Veras Vintage, 5 front meters



Maanesten, 6 front meters

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Prices for stalls and wristbands

Front meters	Camping (8 days)		The Festival site (4 days)	
	DKK	Wristbands included in the price	DKK	Wristbands included in the price
3	18,100.00	6	25,400.00	4
4	20,900.00	6	30,500.00	4
5	23,100.00	6	34,600.00	4
6	26,100.00	7	38,900.00	5
7	29,000.00	7	43,600.00	5
8	31,300.00	7	47,500.00	5
9	34,400.00	8	53,000.00	6
10	36,800.00	8	56,900.00	6
11	39,400.00	8	60,900.00	6
12	42,700.00	9	67,200.00	7

Included in the stall price:

- One cashless cash register with the possibility to rent more for DKK 2,200.
- Electric power supply with a maximum load of 3.000 watts. If a larger power load is needed, the stall holder can order a higher installation with a maximum load of 10,000 watts at a price of DKK 2,800.
- The depth of the stall is always 6 metres. An additional 2 metres behind the stall are available for storage. In front of the stall, you can use 1.5 metres to promote a smaller selection of the goods (though only within the width of the stall) – as far as the area allows.

One driving permit and one parking permit is allocated per stall.

Night watch

For theft protection, the stall must be manned by 1-2 night watches all nights from closing time to opening time.

Furthermore, the stall must be manned with 1-2 night watches from closing time on Saturday 6 July at 22.00 to Sunday 7 July at 09.00 (Festival site)/at 12.00 noon (Camping Site).

Expenses regarding the stall

The stallholder pays all expenses regarding the building of the stall. Roskilde Festival does not supply any materials.

RF Experience can be contacted for solutions, check <https://rfexperience.dk/en/> or contact them at info@rfexperience.dk.

Do not place caravans or cars behind the stall, nor can these be built into the stall.

Placement of stalls

If you are offered a stall at Roskilde Festival 2024, you will receive information about the area in which your stall is placed. You will receive the exact location of the stall a few weeks before the festival.

DO GOOD MARKET

With this project, Roskilde Festival wants to support the development and interest in sustainable trade by creating a platform in a simple container setup, where new and smaller entrepreneurs, artists, and designers will have the opportunity to present their stories and products to the festival's app. 130,000 participants.

Do Good Market has been created with three objectives for the set-up:

- Staffing of the stall will require a minimum of staff
- The stall payment only covers Roskilde Festival's actual costs
- The focus should primarily be on presenting and telling the good story, secondly on sales



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Do Good Market is built with 20-foot side-opening containers.

As an applicant, you are welcome to team up with other entrepreneurs, artists, and designers if your product range is deemed to be too narrow for a full 20-foot container.



20-foot side open containers



Size	20-foot container ca. 14 m ²
Price	DKK 15,700
20-foot container, side open	1 stallholder
Cashless cash register	1
Power supply	Max. 3.000-watt load
Wrist bands	3
Driving and parking permit	1 of each
Access to the containers for construction from Monday 1 July	
Opening hours: Wednesday 17.00–23.00, Thursday-Friday-Saturday 10.30-23.00	

GENERAL

Cashless Festival

Roskilde Festival is cashless, and all stalls are required to be a part of the cashless solution. One cashless cash register is included in the stall payment. Stall holders are subsequently not allowed to use their own/a rented cashless cash register. All turnovers will be deposited in an account with Fonden Roskilde Festival and transferred 5-6 banking days after the festival when the remaining stall fee has been deducted.

Focus on copied goods

All trade that includes copied goods is illegal at Roskilde Festival, just as in Danish society in general. Any trader that deals in copied goods at Roskilde Festival's area will face an immediate suspension and shutdown of the stall, along with a notification to the police.

Foreign stall holders

Note that you must be a member of the EU or the Schengen countries to obtain a work permit in Denmark.

Toilets

Roskilde Festival refers to toilets close to each trade area or sets up toilets in the back areas exclusively for non-food stalls.

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Payment for the stall and settlement

- 25% of the stall payment will be invoiced when the trade contract and invoice are sent in March/April
- Remaining payment will be deducted from the stall's turnover
- Credit card fee of 0.7% of the total turnover will be deducted from the turnover
- Please note that Danish VAT cannot be deducted from the stall payment, as Roskilde Festival is VAT exempt.



READY TO SUBMIT YOUR APPLICATION?

Remember to include the entire range of goods in the application.

If you have sustainable products in your assortment, please specify how they can be considered sustainable.

Maybe we want to know more

If we think your application is interesting but want more information about your items, we will return with further questions. Thus, we have a better basis for processing your application.

Further questions?

Feel free to email nonfoodtrade@roskilde-festival.dk

Kind regards

Non-food Committee
Roskilde Festival

04-12-2023