

MARBLE FALLS HANDMADE MARKET



Dear Artist, Maker or Baker,

Thank you for your interest in joining the Marble Falls Handmade Market! This seasonal pop-up celebrates the creativity and craftsmanship of local artisans and offers a unique opportunity for the community to come together and appreciate all things handmade. Here are some of the things that make us so special:

LOCAL

We are the only market in the area that features all local artisans, offering a selection that reflects the creativity of the Highland Lakes region.

HANDMADE

Every item is handmade or crafted through a highly hands-on process. No mass-produced items, just one-of-a-kind goodness!

INDOORS

Our market is held indoors in a convenient, climate-controlled space, providing a comfortable shopping experience for guests and a reliable setup for artisans. A beautifully decorated seating area invites visitors to relax, enjoy a meal or drink, and connect with others.

INTENTIONAL MARKETING

Each artisan is featured in photos, videos, and captions on our social media. Our [website](#) promotes the market year-round, showcasing every vendor to boost visibility.

GREETING GUESTS

Friendly greeters welcome guests at the entrance and hand out paper shopping bags. Each vendor may include a business card or flyer inside for added exposure.

MARKET CREW

Our dedicated market crew (the Ward Family and the friends we've recruited to help) is available before, during, and after the event to support artisans and ensure everything runs smoothly.

I appreciate the creative work you're doing in our community and I look forward to the possibility of working with you!

All the best,

Ashley Ward
Market Organizer



Market Mission

Our mission is to create an enriching community art event that promotes handmade artistry, celebrates creativity and fosters meaningful connections between artisans and visitors.

Market Details

Date: Saturday, April 25, 2026

Time: 10am to 2pm

Vendor Set-up Time: 8:30am

Location: Marble Falls Senior Activity Center - 618 Avenue L, Marble Falls, TX 78654

Indoor vendor spaces: Yes

Free parking: Yes

Indoor bathrooms: Yes

Drinking water/fountain: Yes

WiFi: Yes

Admission: Free

Friends and family welcome: Yes

Children welcome: Yes

Pets welcome: No

Vendor Spaces (30 spaces available, all indoors)

Vendor Space: 6ft deep x 8ft Note: You will have vendors on either side of you

Vendor fee: \$45.00

Refunds: No

Unloading near entryway: Yes

Assistance unloading: Yes

Assigned spaces: Yes. You will receive your space number in the week before the event.

Electrical connection: Limited electrical hook-ups available upon request

Wall space: Limited wall space available upon request, items may be propped not hung on walls

Tables & Chairs: 6ft tables are available to rent upon request for a \$5 fee, chairs are available to use at no charge

Tablecloths: Fabric tablecloths are required, black or white rentals are available upon request for a \$5 fee

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Payment Information

To reserve your spot, please send your \$45 vendor fee (plus the cost of any rentals) as soon as you are accepted. Refunds are not available.

Our vendor fees directly benefit the Marble Falls Senior Activity Center which supports local seniors with enriching activities and helpful services.

Payment options:

Paypal: ashleyward.aw@gmail.com (under either name: Ashley Ward or Dustin Ward)

Venmo: @AshleyAnnWard Last four digits of phone #: 8001

Cash App: MrsAshWard

Checks made out to Ashley Ward can be mailed to: PO Box 1223 Marble Falls, TX 78654

Cash payment: please coordinate a time to pay in cash *before* the day of the market

*Your vendor space is not guaranteed until your vendor fee is paid.



Vendor and Product Guidelines

Items must be handmade or homemade. No resellers. No antique or vintage re-selling. We give priority to fully handmade and homemade items but we will consider items that are partially handmade or have handmade elements.

Vendors must be local to Marble Falls or the surrounding area / Hill Country. Preferably within 30 miles.

The artist, maker or baker of the items must be present during the event. Under certain circumstances, a family member, friend or other vendor may step-in but this must be pre-approved by the organizer.

Vendors are expected to be kind & respectful to market staff, guests and facility members. Unresolved issues may be brought up to the organizer or a market crew member.

Vendor spaces are 6'x8' (6ft deep x 8ft wide) and spaces are next to one another so plan accordingly. A map of the assigned vendor spaces will be sent out in the week leading up to the event.

Vendors may bring their own tables, tablecloths, chairs and display items. Tables and tablecloths may be rented for \$5 at the time of applying. Chairs are available at no cost. *Fabric tablecloths are required.*

Vendors are encouraged to decorate their spaces for the holiday which adds to the warm atmosphere.

Vendors are responsible for cleaning their space (picking up trash, removing tape or stickers, wiping spills, etc.).

Items sold at the market must be family-friendly. "Family-friendly" is a subjective term and is determined by the opinion of the organizers. Items should be free from language and/or imagery that explicitly or implicitly portrays threats, violence, gore, use of illegal substances, sex or sexuality, hate crimes, slurs relating to ethnicity, race, age or sex and anything else that the organizers deem unfit for a family crowd.

Vendors who do not respect these standards may be removed from the event with no refund and may not be invited to participate in future events.



Vendor and Product Guidelines continued...

Vendors are responsible for taking payment from customers and providing their own cash, change or electronic payment tools.

Organizers and facility members are not responsible for broken, damaged or lost items. In case of an emergency cancellation (natural disaster, catastrophic event, etc.) the event will be rescheduled.

Selection process

The vendor selection process for MFHM is guided by a commitment to quality, creativity, and local connection. Each application is reviewed to ensure products are handmade or homemade, well-crafted, and family-friendly, with broad appeal and alignment with the MFHM aesthetic and mission. Preference is given to local makers from Marble Falls and the surrounding Hill Country area.

Criteria for acceptance

- Item is handmade or homemade
- Item is good quality
- Item is family-friendly
- Item appeals to a wide audience
- Item fits into MFHM aesthetic & mission
- Vendor is local to MF or the surrounding area / Hill Country

Handmade specification for products

1. Completely handmade.
2. Mostly handmade with some pre-made elements.
3. Partially handmade, completely designed by the maker.
4. Partially handmade with electronic or digital technology.
5. Low-level handmade: Item is not designed by the maker. Art is digitally made. Item has been assembled with pre-made items.

*Priority is given to products that fall into the first three categories.



Market Extras

Gift Basket for entry winner - Vendors are asked to donate a small, branded item

A gift basket will be presented to one guest whose name is drawn from the RSVP list. We ask that each vendor contributes one small item to the basket. Remember to include a business card or tag as this is an additional opportunity to get exposure. We encourage vendors to have their customers, family members and friends enter to win. Vendors are not eligible to win.

Shopping bag for every guest - Vendors are invited to add promotional materials

Shopping bags will be given to each guest or group that visits the market. We invite you to add printed marketing materials or small items to these bags as an extra promotional opportunity (ex. business cards, workshop flyers, stickers, etc.).

Pre-event promotion for your business and/or product

As a vendor at the Marble Falls Handmade Market, your business and/or product will benefit from pre-event promotion designed to increase your visibility and connect you with potential customers. This may include featured placement on our website and social media channels, professional product photography and video content, and inclusion in printed marketing materials distributed throughout the community.

Creative services

For vendors who may need it, we provide creative support including product photography, video content, website and logo design, as well as labels and print materials. Let us know if you need any of these design elements for your business or products. We're happy to offer these services to vendors at no cost and if a project reaches beyond what is reasonable for my complimentary services, we'll discuss a fee before moving forward.

Vendor Awards!

We're excited to announce that we'll be continuing our vendor awards to recognize those who go above and beyond to make our market a success! Each winner will receive a \$20 cash prize as a thank-you for their outstanding effort.

Award #1: Social Media Superstar

Given to the vendor who shares the most engaging and frequent content about the market on social media.

Award #2: Best Booth Display

Awarded to the vendor with the most creative, eye-catching, and well-decorated booth setup.



Additional Information

Customer Feedback from previous markets:

"What you're doing for the community is incredible and I hope you decide to continue with it."

"Wonderful atmosphere."

"So glad you're doing all handmade items!"

"It looks beautiful in here!"

"I loved all the items!"

"A good mix of products."

"Warm." "Inviting." "Friendly." "Very well done."

About the market

Atmosphere & collaboration are essential aspects of our market that made our first event in December 2024 successful & enjoyable to both vendors and customers. Our commitment to local artisans and the handmade process makes our market completely unique to the community. A curated selection of items ensures the best possible outcome for market goers and helps build an expectation of quality and consistency in the community.

Collaboration with the Senior Activity Center

The Senior Activity Center hosts our market in their facility and provides a great space for us to gather. In return, we collect a donation for them from our vendor fees which go toward their operating costs. The Center is an essential part of our community that offers a variety of activities for Seniors and is working towards providing more multi-generational events like our market. We're pleased and grateful to work with the Center.

About the Organizer & the Market Crew

I (Ashley) am a wife and homeschooling mom of four who loves community and loves to create. I've found that seasonal markets are a wonderful way for me to connect with other artisans and share my work with friends & neighbors. I value handcrafted work, original art, homemade food and building community so that's what this market is all about.

To make this market happen, I have the support of my entire family. My husband, my mom and my four children put in a ton of effort to make this a great market experience.

I've also recruited a lot of my friends to help with various aspects like social media, decorating, greeting, set-up and tear-down. ***Special thank you to Carlie & Travis Felps, JJ & James Shull, Sabra Motts for all your help with the market!***

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Application Process

Step 1. Read through this information packet to make sure the Marble Falls Handmade Market is a good fit for you - we hope it is!

Step 2. Fill out an [application](#) to apply. We encourage you to submit an application as soon as possible.

First applicants have priority and we select based on the following criteria:

- item is handmade or homemade
- item is good quality
- item is family-friendly
- item appeals to a wide audience
- vendor is local to MF or the surrounding area / Hill Country

Step 3. Look for an email regarding your application status. Notifications will be sent between now and April 6, 2026.

Please note that space is limited, and submitting an application does not guarantee acceptance. You will be notified if you are selected to participate.

Step 4. Upon acceptance you will be required to pay the vendor fee and you will receive the vendor welcome pages which include key information about the day of the market. If you are not accepted, we will do our best to connect you with other markets that may be a good fit.

Thank you for your interest in the Marble Falls Handmade Market!

*-Ashley Ward,
Market Organizer*