

NONFOOD AT ROSKILDE FESTIVAL 2027

We are glad that you are interested in Roskilde Festival 2027 – once again it will be a year filled with great music, community, art, food, and trading!

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. 40 non-food stalls with exciting opportunities for branding and good turnover.



Examples of preferred products to promote sustainable consumption and production:

- Directly reused items.
- Jewellery made from recycled silver or gold.
- Upcycled materials that are re-sewn (e.g., from deadstock).
- Clothing/products made from GOTS-certified cotton.
- Clothing/products made from recycled polyester certified by GRS (or equivalent).
- Nordic Swan Ecolabel-certified hair/skin care products (or products with clear labeling indicating allergy-friendly and environmentally friendly ingredients).

Roskilde Festival reserves the right to request additional documentation regarding your sustainability profile as part of your application.

If you are applying for a stall at the Do Good Market, which is aimed at small, green entrepreneurs, we do not expect certifications or similar credentials. However, we do require alternative documentation to support your sustainability profile.

If you are interested in applying for a non-food stall at Roskilde Festival 2027, here is some useful information:

Sustainability in Your Stall's Product Range

Your application must include a description of how your products promote sustainable and socially responsible development.

Important date

15 January 2027: Deadline for applying.

Applications received after 15 January will be read and considered but with less chance of being offered a stall.



Maanesten, 9 front meters

NONFOOD LOCATIONA AT CAMPING SITE AND THE FESTIVAL SITE

7/8 days
26 June – 3 July
Camping Site

Non-food stalls are located close to the camping area and are therefore an integrated part of the festival experience from the very beginning.

Together with food stalls, bars, merchandise sales, beer sales, the pharmacy, information services, etc., the non-food stalls form a range of offerings for festival guests. The camping area opens to the public on Saturday, 26 June, between 10:00 a.m. and 4:00 p.m.

Non-food stalls in this trading area must have their stall and facade fully set up no later than Thursday, 24 June, at 6:00 p.m.

Depending on the stall's exact location, the first day of opening will be either Saturday, 26 June, between 10:00 a.m. and 4:00 p.m., or Sunday, 27 June, from 10:00 a.m.

4 days
30 June – 3 July
Festival Site

Non-food stalls are in 3–4 designated trading areas spread across the Festival Site. These areas will vary in size and scope. The areas will be located close to stages, food stalls, bars, and other key attractions, ensuring a high flow of festival attendees.

Non-food stalls in these trading areas must have their stall and facade fully set up no later than Tuesday, 29 June, at 12:00 noon.

The Festival Site opens to the public on Wednesday, 30 June, at 4:00 p.m. From this time onwards, all trading stalls must be open.

Prices for stalls and wristbands

Front meters	Camping Site 7/8 days		The Festival Site 4 days	
	DKK	Wristbands included in the price	DKK	Wristbands included in the price
3	18,400.00	6	26,200.00	4
4	21,300.00	6	31,100.00	4
5	23,500.00	6	35,800.00	4
6	27,000.00	7	40,400.00	5
7	29,900.00	7	44,900.00	5
8	31,900.00	7	48,800.00	5
9	33,900.00	8	54,400.00	6
10	37,800.00	8	58,200.00	6
11	40,200.00	8	62,200.00	6
12	43,900.00	9	68,600.00	7

Donation Contribution to Roskilde Festival

In addition to the stall fee, stallholders pay a donation contribution to Roskilde Festival as follows:

Total sale including VAT DKK 0–299,999	5% contribution
Total sale including VAT DKK 300,000–499,999	10% contribution
Total sale including VAT DKK 500,000 and above	15% contribution

Stalls selling second-hand products and those in the Do Good Market are exempt from the donation contribution.

FORENINGEN ROSKILDE FESTIVAL

Rabalderstræde 7 · DK-4000 Roskilde · Denmark

Telephone (+45) 46 36 66 13 · E-mail: info@roskilde-festival.dk · CVR/VAT 39122715

Included in the stall price:

- One cashless cash register with the possibility to rent more for app. DKK 3,250.
- 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 app. DKK 2,750.
- The depth of the stall is always 6 metres. An additional 3 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.



Tøjkrøgen, 8 front meters

Opening hours4 days area/The Festival site

Wednesday 30 June

Thursday 1 July – Saturday 3 July

Open between
at 16:00
10:00 – 10:30

Close between
01:00 – 03:30
01:00 – 03:30

7-8 days area/Camping

Saturday 26 June

Sunday 27 June – Tuesday 29 June

Wednesday 30 June – Friday 2 July

Saturday 3 July

Open between
10:00 – 16:00
10:00 – 10:30
10:00 – 10:30
10:00 – 10:30

Close between
23:00 – 02:00
23:00 – 02:00
22:00 – 03:30
22:00

*) Depending on the exact location

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 3 July at 22:00 to Sunday 4 July at 09:00 (Festival site)/at 12:00 noon (Camping Site).

Establishing a stall

All expenses related to the establishment of the stall are the responsibility of the stallholders. Roskilde Festival does not provide materials, tents, or other equipment.

RF Experience can be contacted for solutions; check their website at <https://rfexperience.dk/da/> or contact them via email at info@rfexperience.dk.

Camping trailers or cars may not be placed behind the stall, nor can they be incorporated into the stall's structure.

Placement of stalls

If you are offered a stall at Roskilde Festival 2027, 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

Roskilde Festival aims with this project to support the development and interest in sustainable trade by creating a platform or "showcase" where new and smaller entrepreneurs, artists, and designers can present their stories and products to the festival's approximately 130,000 participants.

Do Good Market has been created with three key objectives for the setup:

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- The stall will require a minimum of staff.
- The payment covers only Roskilde Festival's actual costs.
- The primary focus should be on presenting and telling the good story, with sales being secondary.

As in 2026, Do Good Market will be set up in a tent of app. 210 m2 on the Festival Site, with space for 5–7 stall holders.

As an applicant, you are welcome to collaborate with other entrepreneurs, artists, and designers if your product range is deemed too narrow for a stall space of approximately 10-12 m².



Size	10-12 m2
Price	DKK 15,900.00
Stalls in the Do Good Market are exempt from the donation contribution.	
Cashless cash register	1
Power supply	Max. 3.000 watt load
Wrist bands	3
Driving and parking permit	1 of each
Access to the tent for construction from Monday 28 June	
Opening hours: Wednesday 16:00–23:00, Thursday-Friday-Saturday 10:30-23:00	
Roskilde Festival provides overnight security guards from closing time until opening time.	
The packing up must be completed by Monday 5 July at 18:00 at the latest	

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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.

Payment for the stall and settlement

- 25% of the stall payment will be invoiced when the trade contract and invoice are sent in February/March.
- Remaining payment including Donation Contribution 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.

Social Media and Access to Backstage Village

As a stallholder, you are not just renting a stall, but also gain:

- The opportunity to activate your brand through marketing and communication in connection with the festival, before, during, and after the event.
- The opportunity to create content for social media, run build-up activities, and showcase your presence on the Festival Site.
- Access to Backstage Village for all your employees, providing unique experience and good working conditions during the festival.

In short: By being part of Roskilde Festival, you become part of a community that is not only about sales, but about creating experiences, strengthening the festival's city life – and at the same time making a real difference for children and young people through the funds we generate together.

READY TO SUBMIT YOUR APPLICATION?

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

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

29-09-2026