



Vendor/Sponsor Application

Festival Date: October 14, 2017

DEADLINE FOR ENTRY: August 14, 2017

Applications received after August 14, 2017 must pay a \$25 late fee.

All proceeds benefit the Franklin County Family YMCA

Mailing Address:

SML YMCA

293 Firstwatch Dr.

Moneta, VA 24121

Phone: (540)721-9622

Email: smyl1@franklincountyyymca.org Web: www.smloktoberfest.com



Vendor Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State/ZIP: _____

Phone: _____ Email: _____

Website: _____

Items Sold: _____

VENDOR OPTIONS: See reverse for vendor rules.

- 10' x 10' Artisan/Crafter Vendor Space (Items must be handmade) Fee: \$50
- 10' x 10' Business Vendor Space Fee: \$75
- Food Vendor Fee: \$75

SPONSORSHIPS: See reverse for Sponsorship details.

SOLD Presenting Sponsor: \$5,000

- Festival Glass Sponsor: \$1,500
- Stage Sponsor: \$1,500
- Finish Line Sponsor: \$1,500
- Business Sponsor: \$500

An accepted application constitutes commitment to Oktoberfest. NO refunds or credit card credits will be allowed for any reason. Payments can be made at the Smith Mountain Lake YMCA or checks can be mailed to the SML YMCA.

Payment type:

() Check—made payable to "SML YMCA" () Cash () Credit Card () Visa () MC () Discover

Name of Cardholder: _____ Card Number: _____ Expiry Date: _____

CSV # (on back) : _____ Cardholder Signature: _____

In consideration of acceptance, I hereby, waive all rights, and claims I may have against the sponsors, coordination group, and any individuals associated with this event and their property owners with said event. I also give permission for the free use of my name and picture in any broadcast, telecast or print media account of this application. By signing this form, I acknowledge that I have read and fully understand my own liability and accept all rules and responsibilities as a participant vendor.

Signature: _____ Date: _____

Office use: Date Received: _____ entered by: _____
Amount: _____ Location Assignment: # _____

GENERAL INFORMATION

Event Date

October 14, 2017

Festival Hours:

11:00 AM—4:00 PM

Event Location

40 Brewery Dr.
Hardy, VA 24101

Set up time

8:00 AM—10:30 AM

Breakdown Time:

4:00 pm—Finish

SPONSORSHIP DETAILS

Festival Glass Sponsor: \$1,500

We will distribute 700 festival glasses featuring the Oktoberfest logo. The festival glass sponsor will have their logo etched on the festival glass. The Festival Glass sponsor will also receive a 10'x10' vendor space for their business.

The Festival Glass sponsor will receive 10 festival admission tickets and 2 5k entries. The festival glass sponsor will have their logo on printed materials, to include: newspaper, web and magazine as well as t-shirts.

Stage Sponsor: \$1,500

The Stage Sponsor will be the entertainment sponsor of the bands and will have their banner displayed on the back of the stage, behind the bands as well as on the front of the stage. The Stage Sponsor will be mentioned on stage during breaks throughout the day. The stage sponsor will also receive a 10'x10' vendor space for their business. The Stage Sponsor will receive 10 festival admission tickets and 2 5k entries. The Stage Sponsor will have their logo on printed materials, to include: newspaper, web and magazine as well as t-shirts.

Finish Line Sponsor: \$1,500

The finish line sponsor will have their banner displayed at the 5k finish line and the festival. The finish line sponsors will be mentioned at the beginning of the 5k and on stage during breaks throughout the day. The finish line sponsors sponsor will also receive a 10'x10' vendor space for their business. The finish line sponsor will receive 10 festival admission tickets and 2 5k entry. The finish line sponsor will have their logo on printed materials, to include: newspaper, web and magazine as well as t-shirts.

Business Sponsor: \$500

Business sponsors will have their banner displayed at festival and will be mentioned on stage during breaks throughout the day. The business sponsor will receive 5 festival admission tickets and 1 5k entry. Business sponsors will have their logo on printed materials, to include: newspaper, web and magazine as well as t-shirts.

VENDOR RULES & REGULATIONS – 2017

Vendor Package Includes

- 10'x10' site at the festival. All vendors will be pre-assigned sites.
 - Vendor listing on the Festival's website (www.smloktoberfest.com)
 - Link from the Festival's website to vendor's website (if vendor has a website)
- The vendor package does NOT include pop-up tent or canopy, tables, chairs, or electricity

Vendor Regulation

- Vendors are to remain open and staffed for business for the duration of the Festival.
- Pop-up tent or secured canopy is required
- Vendors may only sell what the festival has approved in advance during the registration process.
- All merchandise and signage must be contained within, or attached to, your booth.
- All vendors are provided a 10'x10' space.
 - No racks or tables are permitted outside of your provided space. If you need more room for your display and storage, you must purchase a second booth.
 - To qualify as a Craft Vendor you must create your product, or decorate/adapt an existing product, and you must be the person selling at the festival.
 - If you are selling a craft item that you have purchased from others, you are a RETAIL vendor.
 - Retailing of commercial items and wholesale products do not meet the handcrafted criteria.
- Only professional quality signs may be posted; no handwritten signs permitted.
- No tear down until the festival closing at 4:00 PM.