

February, 2019

Dear Vendor,

**The** **Harrisonburg-Rockingham County African-American Festival Committee would like to   
welcome you to our 26th Annual African-American Festival!** This year’s Festival will be held on **Saturday, June 15, 2019**. We are hoping you are planning to be a part of this wonderful community event. Because of vendor participation and commitment we are able to continue to offer the community an opportunity to create unity, promote family and celebrate diversity through expressions of faith and love.

We are again planning a great Festival layout to help provide our craft and food vendor’s better exposure to your customers. We have some fantastic new displays planned, as well as a fresh lineup of performances! We are planning a great media campaign so you definitely won’t want to miss the Festival this year!

In this packet you will find a **Vendor Application and Vendor Rules and Guidelines**. We are pleased to announce that credit cards and PayPal payments are now accepted for your convenience! You can also apply and pay online this year too! Just visit us at **WWW.HRAAF.ORG**, to learn more about being a vendor, and to apply/pay online. All applications/payments must be received by May 15, 2019 to avoid a late fee and we want you to be included in the Festival Keepsake Booklet so dates are very important!

Once again, we will be pleased to welcome you to the 26th Annual Harrisonburg-Rockingham County African-American Festival as a Vendor! We are sure that you will soon share the same sense of pride we share in participating in such a wonderful event.

Sincerely,

Carol Johnson Raymond

Carol Johnson Raymond, Chair

HRAAF13@gmail.com

(540) 395-FEST (3378)

Harrisonburg-Rockingham County African-American Festival; PO Box 1521; Harrisonburg, VA 22803

Phone 540-395-FEST (3378) • Fax 540-433-9169 • info@hraaf.org • **www.hraaf.org**



**2019 VENDOR APPLICATION**

The **2019 Harrisonburg-Rockingham African-American Festival (HRAAF)** will be held **Saturday, June 15, 12 to 6:00pm**, at **Ralph Sampson Park in Harrisonburg** (W. Washington St & Simms Ave).

**All applications and fees are due by May 15, 2019, but spaces will fill up fast!** Vendors are encouraged to submit their applications and payments as soon as possible to ensure a space and to ensure you are included in the Festival Keepsake Booklet. **The vendor fees are as follows:   
Retail - $50/10’x10’space; Non-Profit - $10/10’x10’space; Food - $100/20’x20’ space.**

Late fees ($15/Retail & Non-Profit; $25/Food) will apply to applications/payments received after May 15, 2019 and no day-of-event vendors will be accepted.

Electricity will not be available; you must supply your own generator if you will need electricity. *See attached Rules and Guidelines.*

**Please provide the following information, and be sure to print clearly.**

 Business/Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Spaces needed? \_\_\_\_\_ Will you be bringing a generator? Yes No

Description of merchandise/food: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Special requests: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Payment Type: □** Money Order **□** Check **□** Credit Card **□** PayPal **Total Amount $** \_\_\_\_\_\_\_\_\_\_\_

*Please make checks & money orders payable to H.R.A.A.F. PayPal payments should be sent to* **hraaf13@gmail.com***.*

|  |
| --- |
| **Name on Card: Billing Zip Code:** |
| **Card #: CVVS code:** |

 By signing below, you agree that you have read, understand, and agree to the attached Rules & Guidelines. Thank you for your interest in the 2019 HRAAF!!

 Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Mail completed, signed application and payment to:**

HRAAF; ATTN: Festival Vendors; PO Box 1521; Harrisonburg, VA 22803

Or Drop at the Parks & Rec Office at the Lucy Simms Center for Continuing Education @ 620 Simms Ave Harrisonburg VA 22802

***You can learn more and also apply and pay online at:* www.HRAAF.org!**

**2019 Harrisonburg-Rockingham African-American Festival**

Saturday, June15 \* 12pm to 6pm \* Ralph Sampson Park, Harrisonburg, VA

**Vendor Rules and Guidelines**

**BOOTH FEES** (Up to 3 spaces per vendor can be rented.)

**Non-Profit Vendors $10 for 10’x10’ space ($15 late fee)**

**Retail/Craft Vendors $50 for 10’x10’ space ($15 late fee)**

**Food Vendors $100 for 20’x20’ space ($35 late fee)**

Thank you for your interest in being a vendor at the **2019 Harrisonburg-Rockingham African-American Festival** (HRAAF)! This is an outdoor, rain or shine event, with free admission to the public.

**Application Process -** All interested vendors must complete the Vendor application and submit with payment as soon as possible, but no later than May 15. Vendors can also apply and/or pay online at www.HRAAF.org. Applications will be reviewed by the HRAAF Committee, and we reserve the right to reject applications. If your application isn’t accepted, your payment will be returned to you. **NO day-of-Festival sign-ups will be allowed.**

**Late fee -** A late fee - see above - will be charged to all vendors applying/paying after May 15, no exceptions.

**Payment Info -** Vendors may pay by money order or check (payable to HRAAF), PayPal and credit cards (MasterCard, Visa, Discover, American Express). A 3% convenience fee will apply to all PayPal and credit card payments, and checks are subject to a $35 returned check fee.

**Family Friendly -** This is a family friendly event, and all displays must be family friendly.

**Prohibited Items -** Vendors are prohibited from selling/displaying: sodas, bottled water, alcoholic beverages, illegal items, tobacco products, fireworks, firearms, profanity, “yard sale/flea market” items, and any other items that the HRAAF deems unacceptable/inappropriate.

**General Retail Vendor Space/Display Info -**

 Vendor agrees to have booth set up and staffed during Festival hours (11pm-6pm), and taken down by 7:00pm.

 Only one company/vendor per table, unless prior arrangements are made with the Committee. No Exceptions.

 Only one vendor per direct sales company (MaryKay, Scentsy, etc) will be allowed at the Festival.

 Vendors must supply their own tables, chairs, and equipment. Non-Profit vendors will be provided 1table and 2 chairs.

 All booths must have a sign with your business name. All booth tables must be covered with a tablecloth.

 **Tents are required for all booths**, except food vendors with trailers/trucks. Camping/sleeping tents are not acceptable. Tents must be secured to the ground.

 Displays must be contained to assigned space. All equipment, supplies and overstock must be stowed and hidden within the space provided. This is your storefront for the day, so it should be inviting & appealing.

**Electricity -** No electricity will be provided. If you need electricity for your display, you must supply your own generator, at your own risk, cost and responsibility. You must note on your application if you will be bringing a generator.

**Set-Up/Teardown/Vehicles -** Set up will be from 8:00am -11:30am. Displays must be completely ready by 11:30am and completely removed by 7:00pm. This includes food vendors. Please be mindful that it will have been a long day for all.

Vehicles are allowed on the Festival grounds 8:00am-11:30am and after 6:15pm ONLY, and are subject to towing any other time. Please unload/load quickly, and move your vehicle off the grounds ASAP so that other vendors can get to their spaces. Vendors are encouraged to bring dollies/carts to help with transporting their merchandise to/from the Festival grounds and parking areas.

*(continued on next page)*

**Trash -** Vendors are responsible for collecting/picking up trash in and around their booth areas. Receptacles will be available onsite.

**No-Shows/Rule Adherence -** Any vendor who has not arrived by 11:30am, and who has not notified the event coordinators of a late arrival will be considered a no-show and will have their space re-assigned, with no refund given. Any vendor who refuses to follow the Festival/park rules will be asked to leave the Festival, and no refund will be given.

**Liability -** The vendor assumes full responsibility for his/her participation in the Festival. The event coordinators—the HRAAF Committee, Harrisonburg Parks & Recreation Department, and their representatives—assume no responsibility or liability for a vendor’s participation in the HRAAF, and will be held harmless. Vendors are responsible for their own merchandise against damages or theft. Vendors are also responsible for any type of accident to themselves, to other vendors (and other vendors’ inventory), or to any person or personal property as a result of their booths, their merchandise, or their personal actions. Submission of application indicates agreement to hold all aforementioned entities ‘harmless’ in case of accident or incident.

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Friendly Tips -** The HRAAF is an all-day, outdoor festival. Please make sure that you prepare for spending the day outside. Hats, sunglasses, sunscreen, water/fluids, snacks, etc, are highly suggested. There are no banks/ATMs in the immediate vicinity of the Festival, so please make sure you have plenty of change for your customers.

While the HRAAF Committee will do everything we can to advertise the Festival, **Vendors are also HIGHLY   
encouraged to do your own advertising** of your participation in the HRAAF to your customers/mailing lists through newsletters/emails, your website, social media sites and flyers.

**To advertise the HRAAF, the HRAAF Committee will:**

 Send info to our mailing lists, and post to our Facebook page and on our website at www.hraaf.org.

 Send press releases to local media outlets (CitySpan), and submit entries to local online community calendars.

 Event posters and flyers will be posted throughout the local communities.

 A banner will be hung on Court Square prior to the Festival

 Vendors who sign up by May 15th, please submit a photo/logo for a special flyer to be posted on the HRAAF Facebook page and website and will be mentioned in our TV & Radio commercials that will begin several weeks prior to the festival and included in the Festival Keepsake Booklet.

We have had great attendance in the past and are looking forward to a great crowd for 2019! We hope you’ll plan to be part of the celebration!

Please contact us at [hraaf13@gmail.com](mailto:hraaf13@gmail.com) or leave a message at (540) 395-FEST (3378)

with any questions about the **HRAAF**. Additional information is also available at our website: www.HRAAF.org.

See you at the Festival!

Harrisonburg-Rockingham African-American Festival

PO Box 1521 • Harrisonburg, VA 22803 • (540) 395-FEST(3378)