

Dear Community Friends,

The 25th Annual Harrisonburg-Rockingham African-American Festival (HRAAF), hosted by the City of Harrisonburg’s Department of Parks and Recreation and the HRAAF Planning Committee, will be held on **Saturday, June 16, 2018,** at Ralph Sampson Park in Harrisonburg. We are expecting hundreds of local residents and visitors to enjoy this annual celebration of African American culture and our many contributions and achievements. You will not want to miss being a part of this highly anticipated community event.

Your organization is cordially invited to participate in this year’s HRAAF as a ***Community Row***exhibitor*.* The ***Community Row*** is an opportunity for neighborhood associations, civic groups and other local non-profit organizations to showcase themselves to the community ... for FREE.

As a community exhibitor, your organization will be listed on our website and in the Festival program. We will provide each organization with a 10’x10’ space, with 1 table and 2 chairs. I strongly urge you to bring a tent, and a table covering of some kind must be used.

**Please review and complete the attached application by May 15, 2018**, to reserve a space for your organization. You can also submit it online at **www.HRAAF.org**. If you need additional assistance, or know of anyone who would like to volunteer before, during or after the Festival in some capacity, please call me at (540) 607-0342 or email me at carol.raymond79@yahoo.com

I look forward to seeing you on June 18th!

Sincerely,

***Carol Johnson Raymond, Chair***

HRAAF Planning Committee

(540) 607-0342

carol.raymond79@yahoo.com

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**



**2018 COMMUNITY ROW EXHIBITOR APPLICATION**

The **2018 Harrisonburg-Rockingham African-American Festival (HRAAF)** will be held **Saturday, June 16th, 11am - 6:00pm**, at **Ralph Sampson Park in Harrisonburg** (W. Washington St & Simms Ave).

The HRAAF has provided cultural awareness programs and events, including the annual African-American Festival, throughout Harrisonburg and Rockingham for over 20 years.

**All applications and fees are due by May 15th, spaces will fill up fast!** Exhibitors are encouraged to submit their applications and any payments as soon as possible to ensure a space. If your organization wishes to sell items***, the exhibitor fee is $10 for a 10’x10’space*. There will be a late** **fee** of $15 added to payments received after May 15th, and no day-of-event vendors will be accepted.

One table and 2 chairs will be provided for each exhibitor. 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.**

Organization/Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

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

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

Will you be selling anything? Yes No (If yes, please provide your payment info. If no, please just sign and date. )

Description of merchandise: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

*Please make checks & money orders payable to H.R.A.A.F. A 3% convenience fee will be added to all credit card and PayPal payments. PayPal payments should be sent to* **hraaf13@gmail.com***.*

|  |
| --- |
| **Name on Card: Billing Zip Code:** |
| **Card #: CVS 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 2018 HRAAF!!

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

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

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

Or 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!**

**2018 Harrisonburg-Rockingham African-American Festival**

Saturday, June 16 \* 11-6pm \* 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 $35 for 10’x10’ space ($15 late fee)

Food Vendors $75 for 20’x20’ space ($35 late fee)

Thank you for your interest in being a vendor at the **2018 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 (11am - 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 (Mary Kay, Scentsy, etc) will be allowed at the Festival.

 Vendors must supply their own tables, chairs, and equipment. Non-Profit vendors will be provided table and 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 -S**et up will be from 7:30am-10:30am. Displays must be completely ready by 10:30am and completely removed by 7:00pm. This includes food vendors. If additional time is needed, please note the details on your application.

Vehicles are allowed on the Festival grounds from 7:30am to 10:30am 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 10:30am, 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, 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.

 Post event posters and flyers

 Hang a banner on Court Square for two weeks before the Festival.

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

We have had great attendance the past two years and are looking forward to a great crowd for 2018! We hope you’ll plan to be part of the celebration!

Vendors may contact the festival number (540) 395-FEST(3378) , or hraaf13@gmail.com 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