



September 16, 2017

Thank you to everyone who participated in the 2016 festival. Our vendors are what make the festival a success! I hope you will plan to join us September 16 for the 2017 Mountain Heritage Festival. Attached is an application so that you can assure your participation. We offer a discount for vendors who reserve their booth early, for **only \$60 today, September 17, 2016**. Starting tomorrow, booth fees go to **\$65 for Food Vendors and \$75 for Craft Vendors until December 31, 2017**. Remember booth spaces are reserved only on a first come, first served basis. Early registration helps assure that you receive the booth you want.

**Food Vendors**, the Health Department is asking that everyone please send your Temporary Vendor Application within 15 days of the festival. They will not accept you as a vendor if they do not receive your application on time. A reminder to all food vendors, please **clearly post a menu sign including prices on your booth**.

I look forward to receiving your application. Don't delay, December 31 will be here before we know it. If you have questions that aren't covered by this application, please email the Chamber of Commerce at [info@sparta-nc.com](mailto:info@sparta-nc.com) or call 800-372-5473.

Sincerely,

Alleghany Chamber of Commerce  
Festival Coordinator

Alleghany County Chamber of Commerce & Visitors Center  
58 South Main Street P.O. Box 1237 Sparta, NC 28675  
Phone 800/372-5473 fax 336/245-9601 [www.Sparta-NC.com](http://www.Sparta-NC.com) [Info@Sparta-NC.com](mailto:Info@Sparta-NC.com)

# Mountain Heritage Festival Instructions ♦ September 16, 2017

We are pleased to invite you to join us. The following information will help with your application. If you are new to our festival, you can anticipate between 5,000 and 7,000 attendees. No admission is charged.

## All Vendors (Craft and Food)

- **Please refer to the enclosed grid map** of Main Street with craft booth spaces numbered and food booth spaces identified by letters.
- **Craft booth fees are \$75 and food booths are \$65 until December 31, 2016. Craft booths are 10 by 10 feet.** Corner craft booths go fast and are available on a first-come, first serve basis. **Food booths are 10 feet deep by 15 wide.** Electricity is available ONLY for food booths for a \$15 charge (see application). Returning vendors receive a special rate if they make application by Dec. 31, 2016
- On the application is an area for you to make your first, second, and third choices for the space(s) you want. If you need more than one booth, put the cluster of booths as one choice for each of the three choices.
- **Booth assignments will be first come, first served.** The sooner you return your application, the better your chances of getting the booth you requested. We will reserve spaces based upon the postmark date. Advance payment is required. Reservations may not be made over the phone, email, or fax.
- **Keep in mind that corner craft booths go first.**
- **Craft vendors must submit photos of sale items and food vendors submit menu and photo of booth even if you have been a vendor in the past.** The Festival Committee judges all entries. Application submission does not guarantee acceptance. Fees will be refunded for applications that aren't accepted.
- **Please make checks payable to Alleghany County Chamber of Commerce.** Mail check, photos, a completed application and a stamped self-addressed envelope to the Alleghany County Chamber of Commerce, P.O. Box 1237, Sparta, NC 28675. The envelope will be used to mail your notice of acceptance and return submitted photos.
- **Notice of acceptance** will be mailed within four weeks of receipt of application. **PLEASE INCLUDE AN EMAIL ADDRESS** if you have one. We are going to try to communicate more with email. Any submitted photos will be returned to you as well. Booth confirmation and setup instructions will be mailed later, approximately one month prior to the event.
- **The deadline for postmark of applications is September 1, 2017.** Please call first if you seek application after this date.
- **The festival runs from 10 am to 4:30 pm.** We ask you not leave before 4:30. Please consider that when applying.
- **Set up times are based on your location in the festival.** You will receive details of this in your confirmation letter.
- **Please direct questions to the Chamber of Commerce** at 336/372-5473 or toll-free 800/372-5473, email info@sparta-nc.com.

## Arts and Crafts Vendors

- **Only handmade goods will be accepted.** This adds value to the festival and attracts an audience more willing to spend money. We promote it as a juried arts and crafts fair. Items made from kits will not be admitted. T-shirts and other resale items will not be admitted.
- **Please post an identification sign on your booth.** Visitors like to know where you and your handmade items come from. An attractive sign with the name of your business and the town you hail from will add interest to your booth.
- **Demonstrations of your craft are encouraged.** This is another way to attract attention. If you are making one of the items that you sell, people will more likely stop and ask questions.
- **Sorry, but we have no available electricity in the arts and crafts booth area.**

## Food Vendors

- **Food vendors are subject to new NC inspection requirements and \$75 fee payment to the local Health Department.** Some non-profits and vendors of particular foods may be exempt. Go to [www.Sparta-nc.com/foodvendor](http://www.Sparta-nc.com/foodvendor) to download an application. **Read it carefully.** As of September 1, 2012, the state law mandates that all food vendors must have their applications in to the Health Department 15 days before the event or you will not be permitted to participate. EVERY FOOD VENDOR MUST COMPLETE AT LEAST THE FIRST PAGE, if only to qualify for the exemption.
- We try to limit duplication of major food items, so please list your menu items on your application. **A menu sign including prices must be clearly posted.** We reserve the right to refuse application if we have already accepted vendor applications for the same food items.
- **Limited 120 and 240 electrical hook-ups are available for an additional charge in the Food Court only.** Please indicate your need on the application. For 240 volt hook-ups, we have only two 50-amp outlets. The outlet configuration is illustrated at the right.
- If you request electricity, outlets are not always next to your booth. **Bring long extension cords.**
- Water is available within easy walking distance of the food booths in front of the ABC Store and Sparta Restaurant.



# Mountain Heritage Festival Application

September 16, 2017

Return this form to the Alleghany County Chamber of Commerce with a postmark dated by 9/1/17. Booth assignments are first come, first served. Return ASAP. Keep a copy of this form for your records.

## Quantity of Booth Spaces

## Amount Due

\_\_\_\_\_ Craft Vendor Space: \$85 per space (**\$60 Today Only**) (**\$75 until 12-31**) \_\_\_\_\_

1 Self-Addressed Stamped Envelope

1 Photograph(s) of arts and crafts items or food booth

\_\_\_\_\_ Food Vendor Space: \$75 per space (**\$60 Today Only**) (**\$65 until 12-31**) \_\_\_\_\_

\_\_\_\_\_ Food Court Electricity: \$15 per space \_\_\_\_\_

Voltage Required (120 or 240) \_\_\_\_\_

**Food vendors: A recent North Carolina law made festival FOOD VENDORS SUBJECT TO INSPECTION by local health departments. If you have not already done so, PLEASE READ the Food Vendor section of the Mountain Heritage Festival Instructions (previous page) carefully and be sure to comply in a timely fashion with these requirements.**

**Total amount enclosed** \$ \_\_\_\_\_

(Make check payable to Alleghany County Chamber of Commerce)

Contact Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_ Daytime Telephone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Please refer to enclosed map and pick 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_, and 3<sup>rd</sup> \_\_\_\_\_ choices of booth location.

Check here if you prefer a corner booth

Description of Arts and Crafts or Food menu: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PLEASE READ:** This event occurs rain or shine. The festival sponsor cannot make refunds in case of rain OR be responsible for accidents, damages or other loss incurred by vendors. Compliance with applicable state or federal laws (e.g. collection of sales tax) is the responsibility of the vendor. For the health and well being of our attendees, food vendors are expected to provide a quality product, be in compliance with N.C. Health Department regulations, and maintain their booths in a clean, safe condition at all times. Food vendors are fully responsible for the safety of food products they sell. Submission of an application is an implied agreement to abide by the rules set forth herein.

Signed \_\_\_\_\_ Date \_\_\_\_\_

# Mountain Heritage Festival Vendor Booth Layout

