



I hope you will plan to join us September 18 for the 2010 Mountain Heritage Festival. I am looking for a good turnout. The weekend before, Sept. 10-12, **the Blue Ridge Parkway is celebrating its 75th Anniversary just 15 miles from the Sparta Courthouse.** We plan to invite everyone who is at that grand Parkway celebration back to Sparta for the following week for the Mountain Heritage Festival. If we can get just a portion of the Parkway visitors, it will help assure that 2010 will be one of our best attended festivals ever.

We have made some adjustment to the fees. We have established an across-the-board \$75 booth fee. Corner craft booths are now on a first come basis.

If you have questions that aren't covered by this application, please email me at director@sparta-nc.com or call 800-372-5473.

Sincerely,

Bob Bamberg
Alleghany Chamber of Commerce
Executive Director

Alleghany County Chamber of Commerce & Visitors Center
58 South Main Street P.O. Box 1237 Sparta, NC 28675
Phone 336/372-5473 fax 336/372-8251 www.Sparta-NC.com SpartaChamber@inbox.com

Mountain Heritage Festival Instructions ♦ September 18, 2010

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 3,000 and 5,000 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.
- **All booth fees are \$75. 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, 2009.
- 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 are 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 doesn't 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. 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 6, 2010.** 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 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 to download an application. **Read it carefully.** We need them returned to us (along with a check to cover the inspection fee) by Sept. 6, 2010, to permit timely submission to the Health Department. **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 18, 2010

Return this form to the Alleghany County Chamber of Commerce with a postmark dated by 9/6/10. 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: \$75 per space	_____
<u> 1 </u>	Self-Addressed Stamped Envelope	
<u> 1 </u>	Photograph(s) of arts and crafts items or food booth	
_____	Food Vendor Space: \$75 per space space	_____
_____	Food Court Vendor Electricity (\$15 per space.)	_____

Voltage Required (120 or 240) _____

Food vendors: A recent North Carolina law made fesitval 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 new 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 1st _____ 2nd _____, and 3rd _____ 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

