



# Festively Local

## 2009

### Vendor Overview

Please fill out the 4th page of this form (the Vendor Application) completely and accurately, and return your completed form as soon as possible.

Email completed form to [info@festivelylocal.com](mailto:info@festivelylocal.com) OR Fax to 615.869.0080

Questions about this form? Please call 931.424.9029. Thank you!

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#### **Festively Local Event Details**

Dates: Friday, October 16<sup>th</sup> – Sunday, October 18<sup>th</sup>, 2009  
Location: HillHouse Farms, 894 Odd Fellows Hall Road, Pulaski, TN 38478  
Times: Gates Open on Friday, October 16<sup>th</sup> at 10am, Music Begins at 5pm  
Music Ends on Sunday, October 18<sup>th</sup> at 6pm, Gates Close at 9pm  
Admission: \$22 in Advance on FestivelyLocal.com  
\$27.50 at the Festival  
Website: [www.festivelylocal.com](http://www.festivelylocal.com)

#### **Festively Local Event Description**

The 1<sup>st</sup> Annual **Festively Local** is a three-day Regional Music, Art and Food festival celebrating local sustainable living at the beautiful 34-acre HillHouse Farms in Pulaski, TN. From October 16-18, more than two thousand Middle Tennesseans will unite to actively support our local community, businesses, arts and music, while promoting sustainable practices, education, peaceful assembly and good times for all. And the whole event is for a great cause – five to be exact! Festively Local, a Tennessee non-profit, is donating 100% of festival proceeds to Food Security Partners, Oasis Center, American Red Cross, YouthSpeaks Nashville and Tennessee Alliance for Progress to assist in furthering their critical missions in the Middle Tennessee area.

Highlights of the jam-packed weekend include camping, nightly bonfires, 70+ musical acts on 3 stages, live regional theater, local arts groups and other performers, an interactive art wall, dozens of vendors featuring area businesses, artisans and craftsmen, Do-It-Yourself (DIY) workshops and other seminars, sustainability education, a Sunday Farmers' Market, non-profit and volunteer information, pumpkin patch, climbing wall, petting zoo, kids and family activities and much more.

Plus, Festively Local attendees that purchase meal tickets are nourishing the local food economy and helping local farmers. All food prepared in the main meal-tent will be prepared solely from local sources (save for a few ingredients unobtainable via local means). Even the popcorn, available for popping at the late-night bonfires, will come from a farmer who lives just a few miles from the festival site.

## **Vendor Benefits**

Sustainability is a hot buzzword these days, so make it work for you! Leave a positive impression in the minds of Middle Tennesseans everywhere by being a vendor at Festively Local 2009. The festival is supported by a huge advertising, marketing and promotional campaign that will allow us to position your business as an advocate for sustainable practices and a supporter of true "homegrown" community efforts.

With 2000+ Attendees, retailers and farmers have the ability to meet 2000+ new long-term customers and turn a great profit. For non-profits and other service organizations, you will have the undivided attention of our ticketholders for three full days. Our attendees are interested in the environment, sustainability and giving back to the community, as well as being huge supporters of regional businesses and organizations. Use this opportunity to further your organization's message or mission, recruit new volunteers, solicit donations, and educate and inform the public.

All participating vendors will receive the following exposure:

- Inclusion on minimum of (1) ad in the *Nashville Scene*
- Business name listed on Vendors page of FestivelyLocal.com with a hyperlink to your website for (8) months
- Business name listed on Festively Local's MySpace and Facebook pages, with either a url listing OR a direct link to their website
- Minimum of (1) tweet per vendor on Festively Local's Twitter page

## **Additional Vendor Benefits & Opportunities**

### **Workshops**

In addition to all of the food and entertainment, Festively Local is featuring a couple dozen free workshops for our festival goers. These will cover a huge variety of topics such as free yoga classes, vegetable fermentation or "Make Your Own Kimchee", "Introduction to Songwriting" and many more.

Educate our audience while creating additional incentives to gain repeat customers by hosting a workshop during the festival. Post-workshop, you are welcome to invite attendees to sign-up for additional paid classes or instruction at your regular place of business.

### **Giveaways**

Festively Local encourages you to provide a variety of materials to liven up your booth space and interact with festival attendees. If you would like any suggestions or ideas on fun games, contests or similar activities that may appeal to this all-ages crowd, please contact Inga Baekkelund at 954.937.6169.

### **Festively Local Raffle**

Provide Festively Local with 1-4 big ticket raffle items to be given away at the event and receive the following additional exposure:

- Business signage at Festively Local raffle table (provided by Festively Local)
- (2) live stage announcements per giveaway with additional information about your business

### **Program Ad**

Leave a lasting impression with festival attendees! More than 2,000 event programs will be distributed throughout the 3-day festival, and advertising in the program is a great way to ensure repeat customers post-event, offer a future discount, etc.

Purchase an ad in the Festively Local Event Program via the Vendors page on FestivelyLocal.com and receive a 10% discount on your booth space. Upon purchase, a Festively Local staff member will contact you regarding your advertisement. Your 10% reimbursement will be enclosed in your Vendor Welcome packet upon arrival at the festival. All ads are full color and measured in inches.

Full Page (10x11): \$625      ½ Page (5x11): \$325      ¼ Page (2.5x5.5): \$165      Business Card (2x3.5): \$85

### **Pre-Promotions**

Please help us spread the word about Festively Local! Help us ensure a fantastic turnout, and as a result, an even more successful weekend for you by promoting Festively Local in your own business, regular advertising campaigns, on your website, in email blasts to your customers, etc.

Plus, Festively Local can provide you with printed posters to display in your business and Discounted Admission flyers to give to your customers, if desired. These materials will be delivered to your business no later than Thursday, September 24<sup>th</sup>.

**\*Please Note: A complete list of set-up instructions and additional event information will be emailed to you no later than Tuesday, October 6<sup>th</sup>.**

## **Booth Information**

- General Booths will be set up (as space allows) in the barn yard area in 10X10 foot areas. Electricity is available on a limited basis. First come, first served.
- Food Booths will be stationed in the Food Tent unless otherwise requested or Food Tent capacity is reached. Electricity and limited refrigeration will be available in the Food Tent. Propane will be available with advance arrangement. All cooking Food Booths must pay a mandatory \$30 health permit fee and check-in the day before the festival (Thursday, October 15<sup>th</sup>) at 9am for a health inspection.
- All booths, with the exception of farmers, are \$50. Meals are not included with booth sales. VIP Camping is included, and parking is also available for Vendors in the VIP area.
- Farmers (defined as an individual or business that produces the agrarian merchandise for sale example: honey, wool, produce, preserves, as long as the animals or land used for growing is owned and used to produce the item by the farmer) receive complimentary booth space and will be located in the Farmers' Market area.
- Vendors must adhere to the same rules as ticketholders and other attendees.
- Festively Local is a rain or shine event. Although unlikely, please be prepared for inclement weather.
- Vendors are responsible for bringing their own tent/shade, tables, chairs, signage, decorations, lighting, power strips, extension cords, dolly or hand truck, tablecloth, tent weights, etc.
- Table rentals are available for \$12/each through the Vendors page of festivelylocal.com. (8 foot tables)
- Please keep your booth area clean and provide adequate trash receptacles for your space. Festively Local picks up all remaining trash by hand after the event.
- Festively Local does not have the ability to store any items for vendors. All storage is the responsibility of the vendor.
- Vendors are responsible for their own security. Festively Local highly recommends that no goods or information be left unattended at any time. Festively Local is not responsible for any lost, damaged or stolen property.
- Load-in Times:           Thursday, October 15<sup>th</sup> at 9am until Friday, October 16<sup>th</sup> at 10am  
  Saturday, October 17<sup>th</sup> and Sunday, October 18<sup>th</sup>, vendors must be set up no later than 9am
- Your Hours of Operation must be posted at your booth for ticketholders. Vendors must man their booths during these posted hours.
- While not required, Festively Local highly recommends that your booth be set-up for all 3 days of the festival, in order to best maximize your profits and exposure.

# FESTIVELY LOCAL 2009 VENDOR APPLICATION

Friday, October 16<sup>th</sup> – Sunday, October 18<sup>th</sup>, 2009

HillHouse Farms, 894 Odd Fellows Hall Road, Pulaski, TN 38478

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Company Name: \_\_\_\_\_

Event Contact Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Event Cell #: \_\_\_\_\_

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

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

Street Address: \_\_\_\_\_

City: State Zip \_\_\_\_\_

\*Do you want onsite presence for all 3 days of Festively Local? \_\_\_\_\_

\*If no, please list the date(s) you will NOT be set-up at the festival: !!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!2

\*How many vehicles will you be bringing to load-in? \_\_\_\_\_

\*Will you be bringing a tent or booth for your 10x10 space?

\*Would you like to rent any 8ft. tables for \$12 each?

\*If yes, how many?

\*Will you be bringing any additional large-scale promotional items for display, such as vehicles, inflatables, etc.? \_\_\_\_\_

\*If yes, please describe what you are bringing:

\*How much space will it require? \_\_\_\_\_

\*Does it need to be located next to your tent? \_\_\_\_\_

\*Do you need electricity? \_\_\_\_\_

\*If yes, please specify your electrical requirements and what it is for: \_\_\_\_\_

\*Food Vendors ONLY: Will you be cooking at your booth? \_\_\_\_\_

\*What type of booth will you have (food, craft, non-profit, farmer, retail)? \_\_\_\_\_

\*Would you like to host an educational or informational workshop? \_\_\_\_\_

\*If yes, what kind of workshop would you like to host? \_\_\_\_\_

\*Will you be selling anything onsite?

\*If yes, please list what you will be selling: \_\_\_\_\_

\*Will you be distributing giveaways onsite such as promotional items, menus or coupons?

\*If yes, please describe: \_\_\_\_\_

\*Would you like to donate item(s) for the Festively Local raffle? \_\_\_\_\_

\*If yes, please list item(s), quantity, and value: \_\_\_\_\_

\*Would you like to purchase a program ad (10% booth discount)? \_\_\_\_\_

\*If yes, what size? \_\_\_\_\_

\*Can you help us promote Festively Local within your business? \_\_\_\_\_

\*If yes, how (website, email blasts, local advertising, etc.)? \_\_\_\_\_

\*Would you like to receive Festively Local posters and flyers to post or distribute at your business? \_\_\_\_\_

\*If you have any other requirements (not listed above) that need to be met or a special request regarding your onsite presence, please list here: \_\_\_\_\_