

**Elegba Folklore Society presents**  
**30th Down Home Family Reunion**  
**Richmond, Virginia**  
***Sunday, September 12, 2021 • 2:00 - 7:00pm***  
***Expected Attendance: 3,000***

**F O O D   S E R V I C E   O P P O R T U N I T Y**

**Background**

The **Down Home Family Reunion** is **A Celebration of African American Folklife**. During the second weekend in September this year, this festival connects aspects of West African traditions with those of African Americans through the ambience of a family gathering. The festival's location this year is downtown in Kanawha Plaza at 8th & Canal Streets.

World music and dance headline the **Down Home Family Reunion** along with site demonstrations and children's programs. This event couples history with its contemporary significance. **As with most family reunions, food from traditional recipes is a centerpiece. The festival becomes complete with the Juanita Ragland Heritage Market of merchandise and food.**

**Thematic and Pricing**

The **Down Home Family Reunion** celebrates the influence of West African cultural traditions on African American culture and on the culture of the American south. Of course, foods -- their origin, their style of preparation, the seasonings, the choices of dishes, etc. -- help to tell this story. Many foods familiar to the tables and the palates of African Americans and Southerners such as collard greens, yams in their various presentations, corn in its various presentations (whether kernel or meal), fish or fowl, plantains or curry to add Caribbean spice, for example, are connected to West Africa. Further, the foods offered at the **Down Home Family Reunion** also provide a reconnection and appreciation of the holistic and natural aspects of culture. Therefore, the festival is committed to promoting a healthy diet through healthy cuisine. Menus should include neither pork or pork products nor beef or beef products.

**Please keep sales prices in the range of \$1.00 - \$12.00.**

**Here's How You Can Participate**

If the postmark for or receipt of your certified funds, your credit card payment or your PayPal payment is made is **by September 3**, your participation rate is **\$500 for full food service providers**. The rate for **half food service providers is \$350**. The rate for **festival food kiosks is \$250**.

**After September 3**, your participation rate is: **Full food service providers, \$600, half food service providers, \$450, festival food kiosks, \$325.**

This pricing reflects a discounted Covid rate. We are in this together.

## **30th Down Home Family Reunion**

### ***Food Service Opportunity***

**All food service providers**, please provide a menu and pricing including full meals as applicable, with fish or fowl and vegetarian/vegan entrées, a la carte selections and dessert(s). **Full food service providers**, you are full service if you offer an entrée and two or more sides – chicken, mac/cheese and greens, for example. **Half food service providers**, you are half service if you offer an entrée and one side – fish and fries, for example. **Festival food kiosks** do not offer entrées. You may only offer single food items such as candy apples, cotton candy, funnel cakes, popcorn and/or Italian ice. **You may not offer meals, full or half.** The festival reserves the right not to place vendors who fall outside of these guidelines regarding menu or service category.

Upon the festival's review of your application, if the items you plan to sell are deemed inappropriate your vendor fee will be fully refunded and you will not be placed.

***If, upon your arrival, your offerings are inconsistent with your contract, and therefore, deemed inappropriate, you may not be allowed to set up, and you will not receive a refund. If you have contracted as a Festival Food Kiosk, and you are operating as a Full Food or Half Food Service Provider, you will either be ejected from the festival and not receive a refund or you will be required to pay the Full or Half Service fee upon demand.***

The festival's receipt of your payment in full plus the attached contract reserves your space. **No refunds will be given other than as specified above. NO EXCEPTIONS.**

**At check-in, you are required to pay an additional, refundable clean-up deposit of \$100. If the area you use is returned to its original state, your deposit will be returned within one week after the end of the event. Please make this a separate instrument of payment.**

The festival will provide a beneficial sales area. You must come self-contained by bringing your own cooking, serving and sanitation equipment, tables, chairs, canopies and fire extinguisher. **Full service food providers** may check-in with four (4) additional helpers only. **Half food service providers** and **festival food kiosks** may check-in with three (3) additional helpers, only. Whatever your sales type, the person signing this contract must be present at check-in.

**Plan to arrive at 9:00am for check-in that will end at 10:00am. You must be set up by Noon when the health department inspection will occur. If you miss this inspection you will not be allowed to participate and no refund will be given. Allow enough travel time for unexpected incidences that may occur.** Late arrivals are subject to having their space reassigned. Vehicles must be removed from the festival grounds on demand.

## **30th Down Home Family Reunion** *Food Service Opportunity*

### **Special Notes**

- Those businesses selected must comply with all City of Richmond health regulations. **You must also complete the health department's Application for Temporary Health Permit. Find it here:** <http://www.vdh.virginia.gov/content/uploads/sites/119/2017/03/Temporary-Event-Application-2017-Letterhead.pdf>
- You are required to pay sales tax at a rate of 4.5% to the City of Richmond, Division of Assessments, 900 East Broad Street, Room 103, Richmond, VA 23219 or P. O. Box 26505, Richmond, VA 23261.
- Please provide brief information on your company's history and capability.
- Attachments to your contract should be no more than two (2) pages.
- **Remember, this is an outdoor event that will happen rain or shine.**
- Driving directions and load-in details will be sent to participating businesses.

### **Questions?**

You may contact us by phone at 804/644-3900, by fax at 804/644-3919 or by e-mail, [story1@efsinc.org](mailto:story1@efsinc.org).

### **DAY-OF EMERGENCIES, ONLY:**

**You will receive a contact number when your registration is complete.**

### **Festival Contract Delivery/Payment and Mailing Addresses**

Given Below.

# 30th Annual Down Home Family Reunion

## FOOD VENDOR PARTICIPATION CONTRACT

CONTACT NAME(S) \_\_\_\_\_

\_\_\_\_\_  
List here the name(s) of the person financially responsible for this space and the person checking in at the festival site, if different. Also include the name of the vendor sharing a space, if applicable. Plan to show a picture ID.

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

DID WE MAIL THIS PACKAGE TO THE RIGHT PLACE? HAS YOUR CONTACT INFORMATION CHANGED?  
\_\_\_\_ YES, NEW INFO GIVEN ABOVE \_\_\_\_ NO

**MENU/LISTING & PRICING (Please be specific to insure thematic integrity. You may attach an additional sheet, if necessary.)**

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

**Amount Enclosed -- Please Select One Option**

	<u>Full Food Service</u>	<u>Half Food Service</u>	<u>Festival Food Kiosk</u>
<b>By September 3:</b>	\$500	\$350	\$250
<b>After September 3:</b>	\$600	\$450	\$325

**Clean-up deposit of \$100 is due at check-in as a separate instrument of payment.**

Pay with **CERTIFIED FUNDS** only:  
Cash, Cashier or Certified Checks, Money Orders, PayPal

**Elegba Folklore Society**  
101 East Broad Street, Richmond, VA 23219 • [story1@efsinc.org](mailto:story1@efsinc.org)

*or*

Please provide **CREDIT CARD** information below.  
**3.8% Processing Fee Applies**

You may also call 804.644.3900 to  
Make a Secure Credit Card Payment on the Phone

### Credit Card Payment Form

Please check: VISA\_\_\_\_\_ MasterCard\_\_\_\_\_ Discover\_\_\_\_\_ AmEx\_\_\_\_\_

Card Holder's Name \_\_\_\_\_ (Please Print)

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Sec Code \_\_\_\_\_

Billing Address \_\_\_\_\_

**Your payment in full with your signature on this contract will constitute your reservation.**

**I understand and agree to the terms of this contract.**

\_\_\_\_\_  
**Your Signature**

**Will you help to publicize this event? Let your customers know you will be in the house!**

**Yes, happily! Please select:**

Via Email \_\_\_\_\_ Via Facebook \_\_\_\_\_ Via Flyers \_\_\_\_\_ No, I'll pass \_\_\_\_\_