

Elegba Folklore Society
33rd Down Home Family Reunion
A Celebration of African American Folklife
Saturday, August 17, 2024 • 4:00 - 11:00pm

FOOD SERVICE OPPORTUNITY

Background

The **Down Home Family Reunion** is **A Celebration of African American Folklife**. During the third weekend in August, this festival connects aspects of West African traditions with those of African Americans through the ambience of a family gathering. The festival's location is Abner Clay Park, Belvidere and West Leigh Streets, downtown in Historic Jackson Ward.

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 the 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, including drinks, in the range of \$5.00 - \$20.00.

Here's How You Can Participate

***Early Bird Special!!* If the postmark for your certified funds is by August 3 or if your credit card or PayPal payment is made by August 3, you will receive the Early Bird rate:**

\$625 for Full Food Service providers • \$475 for Half Food Service providers
\$300 for Festival Food Kiosks

33rd Down Home Family Reunion

Food Service Opportunity/2

Regular Rate after August 3:

**\$650 for Full Food Service providers • \$500 for Half Food Service providers
\$325 for Festival Food Kiosks**

All food service providers, please provide a menu and pricing including full meals as applicable, with fish or fowl *and* vegetarian entrées, a la carte selections and dessert(s).

You are a Full Food Service provider if you offer an entrée and two or more sides – chicken, mac/cheese and greens, for example.

You are a Half food service provider if you offer an entrée and one side – fish and fries, for example.

You are a Festival Food Kiosk if offer single food items such as candy apples, cotton candy, funnel cakes, kettle corn 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 sales area of 20' X 20' for **full service food providers**. You must come self-contained by bringing your own cooking, serving and sanitation equipment, tables, chairs, canopies and fire extinguisher. You may check-in with four (4) additional helpers, only. For **half food service providers** and **festival food kiosks**, the festival will provide a sales area of 15' X 15' for your self-contained set up. You may check-in with three (3) additional helpers, only. Either way, the person signing this contract must be present at check-in.

33rd Down Home Family Reunion *Food Service Opportunity/3*

Plan to arrive at 11am for check-in that will end at 1:00pm. You must be set up by 2:00pm 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.

All vehicles must be removed from the festival grounds by 2:30.

Special Notes

Those businesses selected must comply with all City of Richmond health regulations. A copy of your business license along with your health permit and/or agriculture permit must be submitted along with your completed application and payment by August 7. No food vendors will be accepted after this date.

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.

Questions?

You may contact us by phone at 804/644-3900, by fax at 804/644-3919 or by e-mail, story1@efsinc.org. See you there!!

DAY-OF EMERGENCIES, ONLY:

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

Festival Contract Delivery/Mailing Address

Elegba Folklore Society, 101 East Broad Street, Richmond, Virginia 23219
Or story1@efsinc.org, PayPal payments, Credit Card Processing: 804.644.3900

33rd Down Home Family Reunion

Food Service Opportunity/4

Directions to Abner Clay Park

From I-95 South & I-64 East: I-64 merges with I-95. Take Belvidere Street, Exit 76B. Follow ramp to Leigh Street; turn left. Cross Belvidere at light. See Belvidere Medical Center on right, fire station and Ebenezer Church on left. Clay Park on right.

From I-95 North: Take Exit 76A, Chamberlayne Avenue. Turn left at light onto Chamberlayne Parkway. Proceed to next light at Bill “Bojangles” Robinson statue (Adams Street) and Leigh Street. Turn right. After about 1/2 block you will see Clay Park on left.

From I-64 West: Take 5th Street exit. Follow 5th Street to Leigh Street. Turn right. Follow Leigh Street several blocks. Watch for Bill Robinson statue on right at Adams Street. After passing the statue, in about 1/2 block you will see Clay Park on left.

DAY-OF EMERGENCIES, ONLY:
You will receive a contact number
when your registration in complete.

33rd Down Home Family Reunion
Food Service Opportunity/5

33rd 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.)**

33rd Down Home Family Reunion

Food Service Opportunity/6

Amount Enclosed -- Please Select One Option

Full Food Service Provide	Half Food Service Provider	Festival Food Kiosk
Early Bird, by August 3 \$625	Early Bird \$475	Early Bird \$300
If using PayPal \$649	\$493	\$311
After August 3 \$650	Regular Rate \$500	Regular Rate \$325
If using PayPal \$675	\$519	\$337

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

Please make CERTIFIED FUNDS payable to

Elegba Folklore Society • 101 East Broad Street • Richmond, VA 23219

PayPal: story1@efsinc.org

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

Credit Card Payment Form

Please check: VISA_____ MasterCard_____ Discover_____ AmEx_____

Card Holder's Name_____ (Please Print)

Acct#_____ Exp Date_____ Sec Code_____

Billing Address _____

Or, call 804.644.3900 to Make a Secure Credit Card Payment on the Phone

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

33rd Down Home Family Reunion *Food Service Opportunity/7*

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, Instagram _____ Via Flyers _____

No, I'll pass. _____ :-)