

Elegba Folklore Society

33rd Down Home Family Reunion

A Celebration of African American Folklife

MERCHANDISE VENDOR APPLICATION

OVERVIEW

Elegba Folklore Society thanks you for your interest in the **33rd Down Home Family Reunion**. This **Celebration of African American Folklife** will happen **Saturday, August 17, 2024** in **Richmond, Virginia**. The festival will be held from **4:00p – 11:00p** in **Abner Clay Park**, physically at Belvidere and West Leigh Streets, downtown in Historic Jackson Ward. Directions and address, 200 W. Clay Street, are included in this packet.

Elegba Folklore Society is pleased to bring you this year's event featuring a variety of **performances, children's events and interactive site demonstrations, thematically**. The **Down Home Family Reunion** connects aspects of West African traditions with those of African Americans through the ambience of a family gathering. As with most family reunions, food from traditional recipes is a centerpiece. This expected summer event becomes complete with a **marketplace**.

THEMATIC

You are invited to vend in the **Juanita Ragland Heritage Market**. *In keeping with the theme of the Down Home Family Reunion, we will only place vendors who offer Africentric items, handmade items, jewelry, items imported from the African Diaspora, original art and prints, wearable art, cultural books, all natural whole body care products, collectibles and memorabilia.* Accordingly, you must maintain this integrity and theme in the items you offer. The festival reserves the right not to place vendors who fall outside of these guidelines. **Please be specific with the description requested on the contract.** 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. If, upon your arrival, your offerings are inconsistent with your contract, and then deemed inappropriate, you will not be allowed to set up, and you will not receive a refund. **Neither music nor video vendors will be accepted. Any violation will result in your removal from the festival.**

The **Down Home Family Reunion** logo and name are registered trademarks and neither they nor any colorable imitation thereof can be used on any merchandise.

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EARLY BIRD SPECIAL! PAYMENT BY AUGUST 3!

The **base fee** is \$175.00. The fee for limited corner spaces, assigned first-come, first served on request is \$200.

REGULAR RATE. PAYMENT AFTER AUGUST 3.

The **base fee** is \$195.00. The fee for limited corner spaces, assigned first-come, first served on request is \$220.

SALES TAX

You are expected 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.

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.

SET-UP

You must come **self-contained** by bringing your own tables, chairs and canopies. Each space occupies a 15-foot x 15-foot area. Each vendor may check-in with two (2) additional helpers, only. **Lighting will be available** for only \$25 for one 120V hook-up. Two hook-ups will cost \$45.

Remember, this is an outdoor event that will happen rain or shine.

You may begin arriving at noon for check-in that will end at 2:00pm. At check-in, you are required to include an additional, refundable clean-up deposit of \$50. Please make this a separate instrument of payment. If the areas you use are returned to their original state, your deposit will be returned within one week after the end of the event. Allow enough travel time for any problems that may occur. Late arrivals are subject to having their space reassigned.

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

Food vendors will receive a separate package.

Questions? Contact us by phone at 804/644-3900, by fax at 804/644-3919 or by e-mail using story1@efsinc.org. See you there!!

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Directions to Abner Clay Park 200 W Clay St • Richmond, VA 23220

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 is complete.

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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. Plan to show a picture ID.

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ E-MAIL _____

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

ITEMS SOLD/DISPLAYED (Please be specific to insure thematic integrity and merchandise mix in space assignments. May attach a separate sheet.)

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Amount Enclosed -- Please Circle One Option

Early Bird Special by Aug. 3

Rate After Aug. 3

One Space	\$175	\$195
If using PayPal	\$182	\$203
Corner Space	\$200	\$220
If using PayPal	\$208	\$229
Lighting	1 @ \$25	1 @ \$25
	2 @ \$45	2 @ \$45

Clean-up deposit of \$50 to be paid at check-in using 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

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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. _____ :-)