

# 2024

# Capital City

# Kwanzaa Festival

**Saturday, December 28, 2024**

**Greater Richmond Convention Center**  
**403 North Third Street**  
**Richmond, Virginia**

**Together We Will Have a Great Event!**

**1:00PM** △ **The African Market Opens**  
**2:00PM** △ **Processional & Candle Lighting**  
**7:00PM** △ **Program Ends**

Presented by  
**ELEGBA FOLKLORE SOCIETY**  
**RICHMOND'S CULTURAL AMBASSADOR**  
**EMBRACE THE SPIRIT!**



# VENDOR CONTRACT

***The acceptable forms of payment are money order, bank draft, certified check, credit card or PayPal. Our receipt of your payment and the enclosed contract reserves your space.***

**REGISTRATION** • On **Saturday, December 28, 2024**, the **2024 Capital City Kwanzaa Festival** will be held at the **Greater Richmond Convention Center, 403 North Third Street**. In its thirty-fourth year, and with *your* participation, this festival is the largest of its kind in the state. The **festival's hours are 1p - 7p**. This event is presented by the Elegba Folklore Society, Inc., Richmond's Cultural Ambassador. **This is your invitation to vend in The African Market.**

**MERCHANDISE VENDORS** • The African Market is located on the festival's main floor. For you, the low, low rates allow you to come self-contained, although tables can be rented as given below. **The Early Bird Payment Deadline is December 8. The Regular Payment Deadline is December 15.**

The Early Bird Rate for MERCHANDISE VENDORS is \$150 if received by December 8. The Regular Rate for MERCHANDISE VENDORS is \$175 by December 15. **There will be a grace period until December 18, with a late fee of \$25. No walk-up registration is allowed.**

The fee for **ELECTRICAL SERVICE** is \$30 per single outlet. Basic electrical service consists of one (1) 110 volt, 20 amp outlet. **Expanded electrical service consists of two (2) outlets at a cost of \$50.** Power strips will not be allowed. If an illegal power strip is discovered during the festival's periodic electrical inspections, a \$50 fine will be assessed and collected, and the power strip will be held until the festival closes. **Additionally, you are required to include a separate, refundable clean-up deposit of \$50.** 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.

**FOOD VENDORS** • The African Market features the **Karamu Way** to facilitate your service of Pan-African foods. As always, there will be an exterior kitchen. **The Early Bird Deadline is December 8, and the The Regular Payment Deadline is December 15. After this date, no payments will be accepted.**

The Early Bird Rate for **FULL SERVICE FOOD VENDORS** is \$325. The Early Bird Rate for **SNACK SERVICE FOOD VENDORS** is \$185. The Regular Rate for **FULL SERVICE FOOD VENDORS** is \$350. The Regular Rate for **SNACK SERVICE FOOD VENDORS** is \$210.

**Menus** ▸ Please provide a menu and reasonable, family friendly pricing for full meals as applicable, with **only** fish, fowl and vegetarian/vegan entrées, a la carte selections and dessert(s).

**Full Service food providers** offer a full meal; an entrée and sides.

**Snack Service food providers** offer single food servings like dessert, popcorn, plantains, fried okra.

The fee for **electrical service** is \$85 per quad box. This service consists of four (4) 110 volt, 20 amp outlets. Power strips will not be allowed. If an illegal power strip is discovered during the festival's periodic electrical inspections, a \$50 fine will be assessed and collected, and the power strip will be held until the festival closes. **Additionally, you are required to include a separate, refundable clean-up deposit of \$100.** 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. **Food vendors will share responsibility, physically and financially, for the cleanliness of the exterior kitchen.** Please come self-contained and plan a compact set-up. Each food vendor must have a Class ABC and a Class K fire extinguisher. **You must provide and use hand sanitizing for your crew and your patrons.** A limited number of food vendors will be placed.

**EXPECTATIONS** • **Elegba Folklore Society** presents this event to embody the spirit and intent of the Kwanzaa holiday season and the importance of African value systems. Accordingly, we strongly urge you to maintain this integrity and theme in the items and menu you offer. The festival reserves the right to remove vendors who fall outside of these and all guidelines given. Please be specific with the description required on the contract form. This will also help us make the most advantageous space assignment for *you*.

**Music and video vendors are not allowed *unless* you have headphones for attendee samples. A violation may result in your removal from the festival and your fee will not be refunded.**

Act now; spaces fill quickly. **No refunds will be given except to vendors who are not accepted. There will be no exceptions to this reservation procedure.** *You will receive a confirmation e-mail.*

**SET-UP** • Please come self-contained to showcase your business. **Your presentation is what will attract attendees to your area.** Again, you may not include CDs, DVDs or other audible sound/music as part of your set-up. This is disturbing to other vendors and clashes with staged performances.

**Check-in begins at 9a for food vendors and 10a for merchandise vendors.**

**You will receive your check-in time when your participation is confirmed.** *You must arrive at your scheduled time, and you must accept the space that has been assigned to you.* **Food vendors must be set up for inspection by 11:30a.** If you miss this inspection you *may* not be allowed to participate. **Merchandise vendors, check-in will conclude at 11:30a.** Please be set up by noon. **Doors open at 1p.**

**Allow enough travel time for any problems that may occur.**

**If you are a merchandise vendor, your space may have a total of two (2) people working this event (you plus one).** **Food vendors may have four (4) workers (you plus three).** Please plan to check in together. When you check in, you and your additional workers will be given credentials that identify your business and help facilitate your movement in and out of the area.

As a part of this application procedure, you may purchase tickets for additional members of your party. The discounted cost is \$6 general admission, \$5 for students (ages 12-18) and \$5 for seniors (age 65 and over). Children under 12 are admitted free of charge. Tickets for members of a group of at least 10 are \$5 and are available for purchase *only in advance.* *The discount for single tickets will only be available in advance as well. On the day of the festival no discounts will be honored.*

**CONFIRMATION** • **You will receive a check-in time, load-in and parking details** in your confirmation email. Please let us know that your needs are accommodated. **Remember breakdown cannot begin until the festival has concluded.**

Thank you for your interest in this event! **Questions? Contact Vendor Coordinator, Nigel Richardson, at 804/644-3900, via facsimile at 804-644-3919 or by e-mail at [story1@efsinc.org](mailto:story1@efsinc.org).** **See you there!**

# RESERVE MY SPACE AT THE CAPITAL CITY KWANZAA FESTIVAL

## VENDOR CONTRACT, Page 1

CONTACT NAME \_\_\_\_\_

WORKER NAME \_\_\_\_\_

WORKER NAME \_\_\_\_\_

WORKER NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

PLEASE **SPECIFY** ITEMS SOLD/DISPLAYED.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**WHAT I NEED (Check all that apply)**

	BY DEC 8	BY DEC 15	BY DEC 18
<b>MERCHANDISE:</b>			
ONE SPACE	\$150	\$175	\$200
<b>FOOD:</b>			
FULL SERVICE	\$325	\$350	N/A
SNACK SERVICE	\$185	\$210	

**AMOUNT ENCLOSED \$ \_\_\_\_\_**

**ELECTRICAL SERVICE**

MERCHANDISE • \$30 - ONE OUTLET • \$50 TWO OUTLETS  
 FOOD • \$85 - QUAD BOX

**AMOUNT ENCLOSED \$ \_\_\_\_\_**

**TABLE RENTAL**

8 FT TABLES @ \$12

**AMOUNT ENCLOSED \$ \_\_\_\_\_**

**DISCOUNTED TICKETS**

General Admission \_\_\_\_\_ @ \$6  
 Students/Seniors \_\_\_\_\_ @ \$5  
 Group (Min 10) \_\_\_\_\_ @ \$5

**AMOUNT ENCLOSED \$ \_\_\_\_\_**

**ALL VENDORS: PLEASE SUBMIT 2 INSTRUMENTS OF PAYMENT: FEES + \$50 OR \$100 CLEAN UP DEPOSIT**

**VENDOR CONTRACT, Page 2**

**Not valid without signature. Please see below.**

**I WILL SPREAD THE WORD!!**

**\_\_\_\_\_ SEND ME FLIERS \_\_\_\_\_ SEND ME EMAIL \_\_\_\_\_ PROMOTE ON SOCIAL MEDIA \***

**\* We will send you a link to the Facebook Event. Post In It & Share!**

**Please make CERTIFIED FUNDS payable to Elegba Folklore Society  
Mail or deliver to 101 East Broad Street, Richmond, VA 23219**

**PayPal • story1@efsinc.org**

*Or*

**Please provide CREDIT CARD information below.**

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

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

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

Acct#\_\_\_\_\_ Exp Date\_\_\_\_\_ Sec Code\_\_\_\_\_

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

\_\_\_\_\_

**Your total payment in full plus 3.8% will be charged when you use PayPal or Credit Card.  
Your reservation will be confirmed by email.**

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

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

\_\_\_\_\_  
**Cardholder's Signature, If Different From Signature Given Above**