

Elegba Folklore Society
35th Down Home Family Reunion
A Celebration of African American Folklife
Saturday, August 15, 2026 • 4:00 - 11:00pm

FOOD SERVICE OPPORTUNITY

Your completed application includes your payment and the signed contract enclosed. **However, neither the submission of your application nor the submission of your payment guarantees a space.*

If accepted, you will receive an email confirmation to include check-in time, load-in and parking details. If not accepted, you will receive a full refund.

Acceptable forms of payment:

Cash, money order, certified check, credit card, or PayPal.

No personal or company checks will be accepted.

Background

The **Down Home Family Reunion** is **A Celebration of African American Folklife**. This festival connects aspects of West African traditions with those of African Americans through the ambiance of a family gathering. The festival is held at Abner Clay Park, Belvidere and West Leigh Streets, in downtown Historic Jackson Ward.

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

The **Down Home Family Reunion** celebrates the profound influence of West African cultural traditions on African American culture and on the culture of the American South. Of course, foods -- their origins, styles of preparation, seasonings, and dish choices, among other factors -- help tell this story. Many foods familiar to the tables and palates of African Americans and Southerners, such as collard greens, yams in their various presentations, corn in its various presentations (whether kernels or meal), fish or fowl, and plantains or curry to add Caribbean spice, are connected to West Africa. Further, the foods offered at the **Down Home Family Reunion** also provide a reconnection with and appreciation for 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 nor pork products, nor beef nor beef products.**

Please keep sales prices, including drinks, in the range of \$5.00 - \$25.00. We want to feed our families with love and without upcharge.

35th Down Home Family Reunion
Food Service Opportunity/2

Here's How You Can Participate

Early Bird Special!!! If the postmark for your certified funds is by **July 28** or if your credit card or PayPal payment is made by **July 28** you will receive the Early Bird Rate:

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

Regular Rate from **July 29 - July 30** (Application period closes):

\$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, such as chicken, mac and cheese, and greens.

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

You are a Festival Food Kiosk if you offer single food items such as candy apples, cotton candy, funnel cakes, kettle corn and/or Italian ice. **You may not offer full or half meals.**

The festival reserves the right not to place vendors who fall outside of these guidelines for menu or service categories. Upon the festival's review of your application, if the items you plan to sell are deemed inappropriate, you will not be accepted, and your vendor fee will be fully refunded.

If, upon your arrival, your offerings are inconsistent with your contract and 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 but 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.

No refunds will be issued except as specified above. NO exceptions.

At check-in, you are required to pay an additional, refundable clean-up deposit of \$100 CASH. If the area you use is left in its original condition, your deposit will be returned to you at the end of the event. ***This is a separate CASH payment due only at check-in.***

35th Down Home Family Reunion

Food Service Opportunity/3

The festival will provide a sales area of 20' X 20' for **full service food providers**. You must be self-contained, by bringing your own cooking, serving, and sanitation equipment, tables, chairs, canopies, and a fire extinguisher. The person signing this contract must be present at check-in.

For **half food service providers** and **festival food kiosks**, the festival will provide a sales area of 15' X 15' for your self-contained setup. The person signing this contract must be present at check-in.

Plan to arrive at 11am for check-in, which will end at 1:00 pm. You must be set up by 2:00 pm when the health department inspection will take place. If you miss this inspection, you will not be allowed to participate, and no refund will be given. Allow enough travel time for unexpected incidents. Late arrivals may have their space reassigned.

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

Special Notes

All businesses must comply with all **City of Richmond health regulations.** A copy of your business license, along with your health permit/certificate and/or agriculture permit, must be submitted **by July 30**. No food vendors will be accepted after this date.

If you do not have a permit, you must also complete the health department's Application for Temporary Health Permit. Find it here:

<https://www.vdh.virginia.gov/content/uploads/sites/119/2024/07/Temporary-Food-Establishment-ApplicationNEW.pdf>

You are required to pay sales tax at a rate of 4.5% to the City of Richmond, Division of Assessments, at 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 capabilities.

Attachments to your contract should be no more than two (2) pages.

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

35th Down Home Family Reunion
Food Service Opportunity/4

Questions?

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

Festival Contract Delivery/Mailing Address

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

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
if your application is accepted.

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.

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 ensure thematic integrity. Please attach your menu & pricing information with this application. Attach an additional sheet, if necessary.)

Will you help 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. _____ :-)

35th Down Home Family Reunion
Food Service Opportunity/6

Amount Enclosed -- Please Select One Option

Full Food Service Provider		Half Food Service Provider		Festival Food Kiosk	
Early Bird, by July 28	\$625	Early Bird	\$475	Early Bird	\$300
If using PayPal or Card	\$649		\$493		\$312
Reg rate, by July 30	\$650	Regular Rate	\$500	Regular Rate	\$325
If using PayPal or Card	\$675		\$519		\$338

👉 **\$100 CASH** clean-up deposit is due at check-in.

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, or
Call 804.644.3900 to make a Secure Credit Card Payment over the Phone**

Credit Card Payment Form

Please check: VISA_____ MasterCard_____ Discover_____ AmEx_____

Card Holder's Name_____ (Please Print)

Acct#_____ Exp Date_____ Sec Code_____

Billing Address _____

*** Your payment in full along with your signature on this contract will constitute a completed application; however, it does not guarantee acceptance.**

I understand and agree to the terms of this contract.

Your Signature

Date