

ELEGBA FOLKLORE SOCIETY
35th Down Home Family Reunion
A Celebration of African American Folklife
Saturday, August 15, 2026 • 4:00 p.m.-11:00 p.m.
Abner Clay Park • Richmond, Virginia

MERCHANDISE VENDOR APPLICATION

OVERVIEW

Elegba Folklore Society is pleased to present the **35th Down Home Family Reunion** on Saturday, August 15, 2026, from 4:00 p.m. to 11:00 p.m., at Abner Clay Park. The address is 200 W. Clay Street, but the physical location is Belvidere and West Leigh Streets, downtown in Historic Jackson Ward. Directions to Belvidere and West Leigh Streets, are included in this packet.

Thank you for your interest in participating. This annual **Celebration of African American Folklife** features a range of **thematic performances, children's events, and interactive site demonstrations**. The **Down Home Family Reunion** connects aspects of West African traditions with those of African Americans through the ambiance of a family gathering. This expected summer event becomes complete with a **marketplace**.

PLEASE READ CAREFULLY

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.

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 place only vendors who offer Afrocentric 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.*

The festival reserves the right to refuse to place vendors who fall outside these guidelines, so **please be specific in the description requested in the contract. This will help us in our selection process and in determining the most advantageous space assignment for you.**

If, after review of your application, the items you plan to sell are deemed inappropriate, your vendor fee will be refunded in full. If, upon your arrival, your offerings are inconsistent with those specified in your contract, you will not be permitted to set up, and you will not receive a refund.

Neither music nor video vendors will be allowed unless you have headphones for attendee samples. Any violation will result in your removal from the festival and your fee will not be refunded.

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.

EARLY BIRD SPECIAL! PAYMENT BY JULY 28

The **base fee** is **\$150 for one space**. The fee for **limited corner spaces**, assigned on a first-come, first-served basis upon request, is **\$175**.

REGULAR RATE. PAYMENT BY AUGUST 1

The **base fee** is **\$175 for one space**. The fee for **limited corner spaces**, assigned on a first-come, first-served basis upon request, is **\$200**.

LATE RATE. PAYMENT BY AUGUST 8

The base fee is **\$200 for one space**. The fee for **limited corner spaces**, assigned on a first-come, first-served basis upon request, is **\$225**.

No refunds will be given other than as specified on page 1. NO EXCEPTIONS.

SET-UP: You must be **self-contained** and bring your own tables, chairs, and canopies. Each space occupies a 15-foot-by-15-foot area. **Lighting will be available for \$30 for one 120V hook-up. Two hook-ups will cost \$50.**

You may begin arriving at noon for check-in, which ends at 2:00 pm. The person who signs this contract **must** be the person who checks in at registration.

At check-in, you are required to include an additional, refundable clean-up deposit of \$50, CASH. This a separate payment instrument. If the areas you use are left in their original state, your deposit will be returned at the end of the event. Allow enough travel time for any problems that may occur. **Late arrivals may have their space reassigned.**

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

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

SALES TAX: You are expected 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.

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

**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 fire station and Ebenezer Church on left and Abner 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 Abner 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 Abner Clay Park on left.

DAY-OF EMERGENCIES, ONLY
**A contact phone number will be included in
your acceptance confirmation email.**

Elegba Folklore Society
35th Down Home Family Reunion
A Celebration of African American Folklife
Saturday, August 15, 2026

MERCHANDISE VENDOR PARTICIPATION CONTRACT

CONTACT NAME (S) _____

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 ensure thematic integrity and merchandise mix in space assignments.
Attach a separate sheet if necessary).

PAYMENT INFORMATION OPTIONS

Amount Enclosed -- Please Circle All That Apply

	Early Bird by July 28	Reg Rate by Aug 1	Late Rate by Aug 8
One Space	\$150	\$175	\$200
If using PayPal or Card	\$156	\$182	\$208
Corner Space	\$175	\$200	\$225
If using PayPal or Card	\$182	\$208	\$234
Lighting	1 @ \$30	1 @ \$30	1 @ \$30
If using PayPal or Card	\$32	\$32	\$32
	2 @ \$50	2 @ \$50	2 @ \$50
If using PayPal or Card	\$52	\$52	\$52

TOTAL PAID: \$ _____

.....

CLEAN-UP FEE (separate cash payment):

A \$50 CASH Clean-up deposit is due at check-in. It will be returned to you at the end of the festival, pending successful cleanup of your space.

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

Remember to include the 3.8% processing fee with your payment as shown above in blue.

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 your completed application; however, it does not guarantee acceptance.**

I understand and agree to the terms of this contract.

Your Signature

Date