2026
Capital City
Kwanzaa Festival

Sunday, December 27, 2026

Greater Richmond Convention Center
403 North Third Street
Richmond, Virginia

Together We Will Have a Great Event!

1:00PM △ The Ujamaa Market Opens

2:00PM △ Processional & Candle Lighting

7:00PM △ Program Ends

Presented by

ELEGBA FOLKLORE SOCIETY

RICHMOND'S CULTURAL AMBASSADOR

EMBRACE THE SPIRIT!

KWANZAA

CAPITAL CITY
KWANZAA FESTIVAL

FOOD VENDOR CONTRACT

This is your invitation to sell at The Ujamaa Market.

OVERVIEW

The Elegba Folklore Society, Inc., Richmond's Cultural Ambassador, will present its annual Capital City Kwanzaa Festival on Sunday, December 27, 2026, at the Greater Richmond Convention Center, 403 North Third Street. Festival hours are 1:00 p.m. to 7:00 p.m. Now in its thirty-sixth year, the festival—thanks to you—is the state's largest of its kind.

The Ujamaa Market features the Karamu Way to facilitate your service of Pan-African foods. As always, there will be an exterior kitchen.

EXPECTATIONS

The Elegba Folklore Society, Inc. presents this event to embody the spirit and intent of the Kwanzaa holiday season and to highlight the importance of African value systems. Vendors will be selected based on adherence to Pan-African cultural products, foods, variety, and space limitations. Accordingly, we strongly urge you to maintain this integrity and theme in the menus you offer.

The festival reserves the right to return your application/payment or remove vendors who fall outside these and all given guidelines. *Please be specific in the description required on the contract form.* If selected, this will help us make the most advantageous space assignment for *you*.

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.*

PLEASE READ CAREFULLY

Your completed application includes your payment and the enclosed signed contract. You will not be considered for participation until we receive both. However, neither the submission of your application nor the payment guarantees a space.

If accepted, you will receive an email confirmation with check-in time, along with 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.

IMPORTANT INFORMATION

DEADLINE DATES: The **Early Bird Payment Deadline is Monday, November 30, and the Regular Payment Deadline is Thursday, December 10. After this date, no payments will be accepted.**

SET-UP: 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 sanitizer for your crew and your patrons.** A limited number of food vendors will be placed.

COSTS: The **Early Bird Rate** for **FULL SERVICE 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, à la carte selections, and dessert(s).

FULL-SERVICE food providers offer a complete meal, including an entrée and sides.

SNACK SERVICE food providers offer single servings of foods like desserts, popcorn, plantains, or fried okra.

ELECTRICAL SERVICE fee is $100 per quad box. This service includes four (4) 110-volt, 20-amp outlets. Power strips are not 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.

CHECK-IN: Food Vendor check-in runs from 9:00 a.m. to 10:30 a.m. Food vendors must be set up for inspection by 11:45 a.m. If you miss this inspection, you may not be allowed to participate. Please allow enough travel time to account for any issues that may arise. **You will receive your check-in time once your participation is confirmed. You must arrive at your designated time and accept the space assigned to you — NO EXCEPTIONS!**

WORKERS: You may have four (4) workers (you plus three). Please plan to check in together. When you check in, you and your additional workers will receive credentials that identify your business and help you move in and out of the area.

CLEAN-UP DEPOSIT. You must pay a separate, refundable clean-up cash deposit of $100 at check-in. If you return the areas you use to their original state, we will return your deposit at the conclusion of the festival.

Food vendors will share responsibility, physically and financially, for the cleanliness of the exterior kitchen.

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 along with your application, no later than December 10. No food vendors will be accepted after this date.

If you do not have a permit, you must 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.

ADVANCE PURCHASE OF TICKETS

As part of this application process, you may purchase tickets for additional members of your party. Discounted/advance ticket rates are $7 for general admission, $6 for students (ages 12-18), and $6 for seniors (age 65 and over). Children under 12 are admitted free of charge. Group tickets for parties of at least 10 are $5 and are available for purchase only in advance. On the day of the festival, no discounts will be honored.

Thank you for your interest in this event! ***Questions? Contact our Vendor Coordinator, Jackie Stanley, at 804/644-3900, via facsimile at 804-644-3919, or by e-mail*** at vendor@efsinc.org. ***See you there!***

RESERVE MY SPACE
AT THE CAPITAL CITY KWANZAA FESTIVAL

FOOD VENDOR CONTRACT, Page 1

CONTACT NAME _____

WORKER NAME _____

WORKER NAME _____

WORKER NAME _____

COMPANY_____

MAILING ADDRESS_____

PHONE_____ EMAIL _____

PLEASE **SPECIFY** ITEMS SOLD/DISPLAYED *(Attach a copy of the menu)*

_____

_____

_____

WHAT I NEED (Check all that apply)

	BY NOV 30	BY DEC 10	
FULL SERVICE	**$325**	**$350**	
By Card or PayPal	***$338***	***$364***	
SNACK SERVICE	**$185**	**$210**	
By Card or PayPal	***$192***	***$218***	
		TOTAL:	**$_____**

ELECTRICAL SERVICE
QUAD BOX **$100** ***($104 by Card or PayPal)***
TOTAL: **$_____**

TABLE RENTAL
TABLES (8ft) **___@ $15 ea,** ***($15.60 Card/PayPal)*** **TOTAL:** **$_____**

DISCOUNTED TICKETS
General Admission _____@ $7 ***($7.25 Card/PayPal)***
Students/Seniors _____ @ $6 ***($6.25 Card/PayPal)***
Group (Min 10) _____ @ $5 ***($5.25 Card/PayPal)*** **TOTAL:** **$_____**

TOTAL AMOUNT ENCLOSED $_____

FOOD 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 _____

_____
Cardholder's Signature

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 and payment.

_____ _____
Your Signature **Date**