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

MERCHANDISE 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 is located on the festival's main floor. Please come self-contained and ready to showcase your business. However, you can rent tables if needed. Costs are listed on the contract page.

EXPECTATIONS

Elegba Folklore Society 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, variety, and space limitations. We strongly urge you to maintain this integrity and theme in the items you offer.

The festival reserves the right to return your application/payment or remove vendors who fall outside of these and all guidelines given. *Please be specific with the description required on the contract form.* If you are selected, this information will 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.*

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. The Regular Payment** Deadline is **Wednesday, December 9.**

RATES: The **Early Bird Rate is $150** if received by November 30. The **Regular Rate is $175** by December 9. There will be a grace period up to December 17, with a $25 late fee. ***Walk-up registration will be accepted only if there are no-shows. The $200 fee must be paid in cash.**

ELECTRICAL SERVICE fee is $35 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 $60.** 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: Check-in runs from 8:30 a.m. to 10:30 a.m. 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! As the doors will open to the public at 1:00 p.m., we expect your set-up to be complete by 12:30 p.m.**

WORKERS: Your space may have a total of two (2) people working this event (you and a plus-one). Please plan to check in together. At check-in, you and your additional worker 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 $50 at check-in. If the area you use is returned to its original state, your deposit will be returned at the conclusion of the event.

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. No discounts will be honored on the day of the festival.

QUESTIONS

Contact our Vendor Coordinator, Ms. Jackie Stanley, at 804/644-3900, by fax at 804-644-3919, or by e-mail at vendor@efsinc.org.

Thank you for your interest in this event!

See you there!

MERCHANDISE VENDOR CONTRACT, Page 1

RESERVE MY SPACE
AT THE CAPITAL CITY KWANZAA FESTIVAL

CONTACT NAME _____

COMPANY_____

MAILING ADDRESS_____

PHONE_____ EMAIL _____

WORKER NAME _____

PLEASE SPECIFY ITEMS SOLD/DISPLAYED.

_____

_____

_____

_____

_____

WHAT I NEED (Circle all that apply)

ONE SPACE	**BY NOV 30**	**BY DEC 9**	**DEC 18**
	$150	**$175**	**$200**
By Card or PayPal	**$156**	**$182**	**$208**

TOTAL: $_____

ELECTRICAL SERVICE

ONE OUTLET **$35** ***($36 by Card or PayPal)***

TWO OUTLETS **$60** ***($62 by Card or PayPal)***

TOTAL: $_____

TABLE RENTAL

TABLES ___**@ $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 $_____

MERCHANDISE 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**