



# Festival Foods Application – PART A

## 2019 Heart of Virginia Festival

Prior to completing this form, please carefully read the *Heart of Virginia Festival General Guidelines and Rules for Participation* found on the Festival website. Please print, complete, and submit PART A by mail to the Heart of Virginia Festival (address on final page).

Name of applicant \_\_\_\_\_

Person(s) responsible for the booth on Festival day \_\_\_\_\_

Business/organization name \_\_\_\_\_

Please indicate your business/organization's status by providing a copy of the 501c certificate and/or Federal Tax ID Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Day phone \_\_\_\_\_ Evening phone \_\_\_\_\_ Cell phone \_\_\_\_\_

Website \_\_\_\_\_ Email\* \_\_\_\_\_

\*Email is the primary mode of communication for the Festival Foods division of the Festival.

### Type of vendor

The Heart of Virginia Festival invites applications from community organizations and professional food vendors. Please tell us which category applies to you.

**Please circle 1 or 2.** Are you registering as 1) a civic or community organization or 2) a professional food vendor?

### Segments of the Festival – IMPORTANT CHANGES FOR 2019

The Heart of Virginia Festival includes both a day-time segment (9 AM to 4 PM on **SATURDAY, May 4**) and an evening segment (6 PM to 9 PM on **FRIDAY, May 3**). The day-time events take place on High and Main Streets in the heart of Farmville, and the evening events take place at Riverside Park, which is at the north end of Farmville's downtown. For the evening segment, ***space is very limited – even more limited than in past years.***

**Please circle 1, 2, or 3.** Are you registering to vend 1) during the day-time festivities on **SATURDAY**, 2) during the evening festivities on **FRIDAY**, or 3) both **SATURDAY** day-time and **FRIDAY** evening?

## **Critical notes – INCLUDES NEW INFORMATION FOR 2019**

**If selling food at festivals is not your full-time pursuit, this information about baked goods and Certified Food Protection Managers could impact you in particular.**

Virginia Department of Health (VDH) regulations state that, with very limited exceptions, food items must be 1) prepared on site, 2) industrially packaged, OR 3) prepared in a facility that has been inspected and approved by the Virginia Department of Agriculture and Consumer Services (VDAC).

Vendors will not be able to sell or give away food that falls outside of these options. In the past, a number of Heart of Virginia Festival vendors have sold home-baked goods. Please note that, unless those are prepared in a VDAC-approved facility, they no longer comply with VDH regulations.

Please note that VDH regulations stipulate that vendors preparing food on site must have a Certified Food Protection Manager on site. For additional information, please visit the VDH website:

<http://www.vdh.virginia.gov/environmental-health/food-safety-in-virginia/food-operators/cfpm/>

Specific questions about updates to VDH regulations should be directed to Mr. Paul Hill at the Piedmont Health District in Farmville.

### **Space assignments and power needs**

- Each space is 15' x 15'.
- Spaces are immediately adjacent to one another and thus each operation must fit inside the 15' x 15' space. ***If you need additional space (e.g., for a 20' tent or to accommodate a trailer tongue), please note that in the space provided immediately below.*** This information is critical for space planning; adjustments cannot be made on the day of the Festival.
- Access to electricity requires an additional fee. ***Generators are not permitted.*** Any vendor needing electricity must indicate that on this application.
- Vendors arriving without the proper electrical hookup will be subject to an additional fee for electricity. Please review the information on the website to be sure you arrive with the appropriate equipment.
- Consideration of specific space requests will be earnestly considered but cannot be guaranteed.

**Please provide us with information about your needs.**

1. Would you like to request the same space you had last year?

2. Do you need electrical service?

Yes or no: I need electrical service for the day-time festival.

Yes or no: I need electrical service for the evening festival.

a. Total amperage (or watts) needed: \_\_\_\_\_

b. Please specify 120 or 240 volt service: \_\_\_\_\_

Note: No three-phase service is available.

3. Do you need access to a water source for day-time vending? If yes, please specify below.

*Please note:* Proximity to water cannot be guaranteed; a nominal water fee may be assessed.

4. Anything you would like us to know when assigning your space (e.g., companies and products you would or would not like to be in close proximity)?

**Insurance requirement**

Each Festival Foods vendor must submit a copy of the organization's Certificate of Insurance listing the Heart of Virginia Festival as additional named insured.

**Previous participation in the Festival**

\_\_\_\_ Yes or No: I have previously participated in the Heart of Virginia Festival. If yes, number of years: \_\_\_\_\_

**Goods to be sold**

If you are new to the Festival, have not participated in 3 or more years, or have made changes to your product lines, please submit a copy of menu items and prices. For new vendors, we also ask that you supply photographs of your booth set-up. Photos and menus may be used for promotional purposes.

On a separate sheet of paper, please feel free to share interesting or newsworthy information such as biographies, photos of your business, websites, description of your products, etc. This information may be used in publicity to promote the Festival and the variety of products available. Your assistance is greatly appreciated. To showcase your participation, feel free to link the Heart of Virginia Festival website ([www.heartofvirginia.org](http://www.heartofvirginia.org)) to your website(s) and include the Festival in your promotional materials.

### **Vehicle information**

I will be arriving in a:  Car  Truck/passenger van/SUV  Box van/moving van/RV  Vehicle and trailer

*Please note:* Limit TWO vehicles per food booth between 6:30 and 8 AM.

Will you be vending from a trailer or tent? If a trailer, does it have a vending window on only one side? Please provide any such information necessary for proper placement and orientation.

### **How did you hear about the Heart of Virginia Festival?**

*Please check all that apply:*

Past participation  Word of mouth  Newspaper/magazine  Radio

Exhibitor, name: \_\_\_\_\_

Internet, specify site: \_\_\_\_\_

Other: \_\_\_\_\_

Yes or No: Feel free to share my contact information with other local Festival Event Planners.

Yes or No: Would you like to be added to the Heart of Virginia Festival secure email listing, which automatically notifies you of Festival updates?

### **Fee structure**

#### **Civic or community organization:**

\$55 early bird for day-time festivities (postmarked by 15 March 2019)

\$90 regular registration for day-time festivities (postmarked after 15 March 2019)\*

\$100 early bird for evening festivities (postmarked by 15 March 2019)

\$135 regular registration evening festivities (postmarked after 15 March 2019)\*

#### **Professional food vendors:**

\$150 early bird for day-time festivities (postmarked by 15 March 2019)

\$200 regular registration for day-time festivities (postmarked after 15 March 2019)\*

\$150 early bird for evening festivities (postmarked by 15 March 2019)

\$200 regular registration for evening festivities (postmarked after 15 March 2019)\*

**Electrical service:**

\$35 for 120V service for day-time festivities  
\$50 for 240V service for day-time festivities

\$35 for 120V service for evening festivities  
\$50 for 240V service for evening festivities

\*Note: Festival Foods applications cannot be accepted less than 14 days prior to the event (Friday, April 19).

**Calculate your fee**

Your day-time fee	Your evening fee	Your electrical fee(s)	Your total

**Contract and waiver**

Please read the following statements carefully. To participate in this high-quality Festival, you must sign and return this statement with your application.

- I agree to allow the Heart of Virginia Festival Board full use of images and other promotional materials (e.g., photographs, video tape, audio tape) taken during the Festival for purposes of promoting the Festival this year and in future years.
- I understand that failing to follow the Festival Food Guidelines and/or General Guidelines, including the *Virginia Rules and Regulations Governing Temporary Restaurants*, will result in a \$35 fee and may result in my not being invited to return to the Festival in subsequent years. I also understand that any unpaid fees will prohibit future participation.
- I do hereby waive the Town of Farmville, Heart of Virginia Festival, Festival Board of Directors, judges, any sponsor or fellow participant, from any liability due to personal injury, loss or damage to any property that may occur during the Heart of Virginia Festival.
- Please be advised any potential insurance risk is subject to your own personal insurance coverage. To insure proper coverage and mitigate any potential risks to you, please contact your personal insurance agent. All Festival Food vendors must submit a certificate of insurance.
- **I understand that there will be no refunds of any registration fees.** This includes cancellation of the Festival due to weather or other unpredicted circumstances.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Before mailing please be sure that you have included the following**

- Completed 2019 Heart of Virginia Festival Application PART A with signed ‘*Contract and waiver*’ section
- Appropriate application fee (detailed on previous page; checks payable to ‘Heart of Virginia Festival’)
- Certificate of Insurance
- Listing of menu items and prices (if needed)
- Interesting information for pre-Festival publicity (optional)

**Mail PART A to Heart of Virginia Festival, Attention Festival Foods, P.O. Box 35, Farmville, VA 23901.**

**Acceptance:** All entries will be considered on a space-available basis. You will be notified within two weeks of receipt of your application IF there is concern. Otherwise, space assignments and confirmation materials will be sent electronically in April and you will be notified when the map is made available on our website. **Cancelled checks serve as preliminary acceptance as a participant.**

**Questions?** Visit [heartofvirginia.org](http://heartofvirginia.org) or contact Alix Fink, Director of Festival Foods, at [alix.d.fink@gmail.com](mailto:alix.d.fink@gmail.com) or call 434-607-1016.

**Complete and mail PART B to the Virginia Department of Health office in Farmville. Details are outlined in Part B of the application. Please note that all Festival Food vendors must submit both Part A and Part B of the Festival Foods application.**

**Final check**

- Mail Part A and payment directly to the Festival.**
- Mail Part B directly to the VDOH office in Farmville.**

**Office Use Only:** Check Number \_\_\_\_\_ Date Received \_\_\_\_\_ Amount \_\_\_\_\_