



THE MUSHROOM FESTIVAL, INC.

P.O. BOX 1000 KENNETT SQUARE, PA 19348

Email: mushroomvendors@gmail.com

New for 2017 –

No applications will be accepted after 8-1-17.

2017 PREMIUM PROMOTIONAL VENDOR INFORMATION, RULES & REGULATIONS

Mission:

The Mission of the Mushroom Festival is to promote the mushroom, educate consumers about the health benefits of mushrooms and to promote tourism in Southern Chester County, all while financially supporting local and regional charities through a grant process.

General Information:

The Mushroom Festival will take place Saturday and Sunday, September 9th and 10th, 2017 in downtown Kennett Square, PA. Festival hours are from 10 AM – 7 PM on Saturday and 10AM – 5 PM on Sunday. This is an outdoor street festival and will be held rain or shine.

What is a Premium Promotional Vendor?:

Promotional Vendors (see separate application) are those who **market** their product, business or services only and are not selling an item at the Festival. Most promotional spaces are located in the Business Expo sections of the Mushroom Festival, along the side streets. There are a limited number of **Premium Promotional Vendor** spaces along State Street, the main Festival boulevard.

Premium Promotional Vendor Fees:

- 10'x10' Promotional Vendor Space \$2000
- 10'x20' Sponsor/Promotional Vendor Space \$3500
- 10'x30' Sponsor/Promotional Vendor Space -- \$5,000
- 10'x40' or 20'x20' Sponsor/Promotional Vendor --\$6500

Sponsorships Opportunities

Sponsorships (starting at an additional \$500 for Silver Level) offer great marketing opportunities and benefits. See pages 4 and 5 for more information.

Call 610-925-3373 for details!

Late Fee: \$500 for applications submitted after 7/1/2017

General Rules:

- **Canopies are required and one complimentary canopy will be included with sponsorship.**
- Electric is **available** for an additional fee (see application) on a first come, first serve basis.
- All display and merchandise must be placed within your space. Items may not extend into the street more than 10 feet from the curb or extend behind your booth space.
- **Sidewalks must remain open and clear at all times.**
- This is a family event. No flammable or harmful items may be displayed.
- Overnight security will be provided. Each vendor is responsible for securing their booth.
- The Festival is not responsible for any loss or theft incurred by any vendor.
- Vendors are responsible for removing all trash from their area each evening and may not use Festival trash receptacles for its disposal.
- Vendor must notify the Mushroom Festival immediately of cancellation. No refunds will be granted within 30 days of the show.

Application Procedure:

- Completed application, including a description of your merchandise (required by all applicants).
- Photos or sketch of your set-up is required
- Signed Hold Harmless Clause (on application)
- The Selection Committee will meet every two weeks to consider all applications received at that time. The Committee's decision is based on the needs of The Mushroom Festival and is final.
- Vendors will be notified of their acceptance status **by email** in a timely manner. Those accepted will receive space assignment and set-up information in mid-August.
- The Committee's decision is based on the needs of the Mushroom Festival and is final.

Special Note: Accepted vendors **will not** be allowed to use the name "Mushroom Festival" or any of the Mushroom Festival logos on their products without written permission from The Mushroom Festival Board of Directors.



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201 Premium Promotional Vendor Application

Business Name: _____

Business Name or Event Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Phone: _____ Secondary Phone: _____

Email: _____ (PLEASE PRINT) your acceptance information will be sent here)

All fees are for Saturday and Sunday. Participants are required to remain open during all Festival hours.

Description of vendor space (canopy or vehicle including size, etc) and what you plan to distribute: (Use back if needed):

Booth size: _____ Amount: \$ _____

Late Fee (if applicable – after 7-1-2017) \$ _____

ELECTRICITY: (Limited availability) **Generators are not allowed.**

_____ No electricity needed

_____ 110V Hookup needed \$75 (\$100 after July 1, 2017) \$ _____

Total Due: \$ _____

Hold Harmless Clause:

Vendor, its officers, and members shall hold harmless and defend the Mushroom Festival, Inc., and its agents, officers and volunteers from all liability, judgments, suits, costs and actions, including attorneys' fees and all costs of litigation of every kind and description brought or rendered against The Mushroom Festival, Inc. as a result of loss, damage, or injury of persons or property by reason of any act of failure to act by its officers, members or volunteers.

I have read the terms and conditions as outlined in the accompanying Rules & Regulations and agree to abide by them.

SIGNATURE: _____ DATE: _____

Please do not write in this box. Festival use only

Postmark date: _____ Check # _____ Credit Card info _____ Amt. _____

Vendor accepted/rejected (circle one)

Check to treasurer: _____ Credit card charged _____ Vendor notified: _____



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Credit Card Payment

By supplying the following information, your credit card will be charged for the full fee, as per your application, upon your acceptance as a Vendor at the 2017 Mushroom Festival on September 9 and 10, 2017.

Business Name: _____

Please Circle: Visa Mastercard American Express

Credit Card Number: _____ Expiration Date: _____

Security Number: _____

Name on Credit Card: _____

Billing Address of Credit Card: _____

Phone number: _____

Email: (for confirmation of charge) _____

Authorized signature: _____

This form will be shredded after use or if not accepted as a vendor.

MUSHROOM FESTIVAL FACT SHEET

The Mushroom Festival, Inc. _ P.O. Box 1000 _ Kennett Square, PA 19348



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The Mission of the Mushroom Festival is to promote the mushroom, educate consumers about the health benefits of mushrooms, and to promote tourism in Southern Chester County, all while financially supporting local and regional charities through a grant process.

Date: The 32nd Annual Mushroom Festival is September 9 and 10, 2017

Location: Kennett Square, Pennsylvania

The Event

1. The Mushroom Festival is a mile-long street fair always held the weekend after Labor Day. Nearly 250 craft, food, and promotional vendors line the streets of Kennett Square.
2. The National Fried Mushroom Eating Championship, the Amateur Soup Cook-Off and the Antique and Classic Car Show are all held on the Saturday of the Festival. The Soup and Wine Event, Mushroom Judging and the Mushroom Run/Walk are held on the Sunday of the Festival.
3. Special events both days include cooking demonstrations by celebrity, local and regional chefs in the Culinary Tent, the Growers' Exhibit, live music on the Community Stage and entertainment for children of all ages on the Children's Stage. Other contests include the Painted Mushroom Silent Auction and the Cute-as-a-Button (Mushroom) Baby Photo Contest,
4. The Mushroom Festival has an all-volunteer board of directors. Over 400 volunteers help to make the Festival a success each year.

Demographics

1. Mushroom Festival is a family-friendly environment that attracts guests of all ages. We strive to have interesting things for all ages to enjoy.
2. Attendance: our attendance is estimated between 80,000 and 100,000 over the two-day festival. This is an outdoor event and the sunnier and nicer the weather the more people that attend.
3. We meet people at the Festival from all over the country and a few who are traveling internationally that have made the Mushroom Festival one of their destinations.
4. Most of our guests attend from the quad-state region of Pennsylvania, Delaware, Maryland, and New Jersey. We've seen a trend over the past couple of years of more and more guests coming from the Baltimore, Washington, DC and Virginia region.

Mushroom Festival.org

Our website had over 150,000 page views in 2016 with 75% of those between June and September.

Giving Back

The Mushroom Festival's Grant Program has given over \$805,000 back to local non-profits since 2000.

The Mushroom Festival is a 501(c)(3) non-profit organization. Donations are tax deductible.



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BENEFITS OF VENDOR SPONSORSHIPS 2017 MUSHROOM FESTIVAL

DIAMOND LEVEL:-- \$10,000

- ◆ Company Name/Logo on Mushroom Festival website's home page and sponsor page
- ◆ Company featured as a sponsor on the Town Banner
- ◆ Company featured on all Festival brochures and local newspaper advertising*
- ◆ Company name displayed on one lamppost banner on State Street in Kennett Square (limited availability)
- ◆ 8 tickets to a Mushroom Festival special event and 6 Festival t-shirts
- ◆ 3 Vendor booths on the street (subject to availability)
- ◆ Company name in Festival Guides and on Sponsorship Board at Festival
- ◆ 2 VIP parking passes for Saturday & Sunday at the N. Union Street and Linden Street parking garage

PLATINUM LEVEL:-- \$5,000

- ◆ Company Name/Logo on Mushroom Festival website's home page and sponsor page
- ◆ Company name displayed on one lamppost banner on State Street in Kennett Square (limited availability)
- ◆ 8 tickets to a Mushroom Festival special event and 4 Festival t-shirts
- ◆ 2 Vendor booths on the street (subject to availability)
- ◆ Company name in Festival Guides and on Sponsorship Board at Festival
- ◆ 2 VIP parking passes for Saturday & Sunday at the N. Union Street and Linden Street parking garage

GOLD LEVEL -- \$3,500

- ◆ Company Name/Logo printed on Mushroom Festival website's home page and sponsor page
- ◆ Company name displayed on one lamppost banner on State Street in Kennett Square (limited availability)
- ◆ 6 tickets to a Mushroom Festival special event and 2 Festival t-shirts
- ◆ Vendor booth on the street (subject to availability)
- ◆ Company name in Festival Guides and on Sponsorship Board at Festival
- ◆ 2 VIP parking passes for Saturday & Sunday at the N. Union Street and Linden Street parking garage

SILVER LEVEL -- \$2500

- ◆ Company name displayed on one lamppost banner in Kennett Square (limited availability)
- ◆ Vendor booth on the street (subject to availability)
- ◆ 4 tickets to a Mushroom Festival special event and 2 Festival t-shirts
- ◆ Company Name/Logo printed on Mushroom Festival website's sponsor page
- ◆ Company name in Festival Guides and on Sponsorship Board at Festival

* Only available on ads placed after a sponsorship agreement is made.