

Town Of Lovettsville Oktoberfest Celebration September 23-25, 2011

Dear Business Owner,

The Town of Lovettsville is proud to host the 18th annual Oktoberfest celebration September 23 - 25, 2011. The town will come alive with food, crafts, and entertainment to celebrate our German heritage and promote the community in our Town. By way of this letter, we invite you to participate in this festival on **Saturday, September 24th**, which will be **VENDOR DAY**. This will be the only day for vendors to display their goods. Attached you will find a Vendor and Sponsor Application Package. This package includes all the forms and additional information you will need to become a vendor or sponsor of this event.

Please note that applications are due **August 1, 2011**, in order for your company to be advertised in the event program and location of your booth on the printed map. If the application is submitted by July, 15, 2011, vendors will receive an early discount. During the 2010 Oktoberfest celebration the Town hosted over 70 vendors and an estimated crowd of 4000 - 5000 people during the one day craft show. We look forward to your participation and hope to see you there.

If you have any questions please do not hesitate to contact us at **Oktoberfest@lovettsvilleva.gov**

Mit freundlichen Grüßen (Best Regards)

The Lovettsville Oktoberfest Committee

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How to participate in Oktoberfest

Sponsor Levels:

Level	Cost	Benefits
Gold Sponsor	\$500	Half Page Ad Listed on Sponsor Board and in the Festival Booklet Double Booth Space to use or donate
Silver Sponsor	\$250	Half Page Ad Listed in the Festival Booklet 2' x 3' Banner Single Booth Space to use or donate
Bronze Sponsor	\$125	Business Card Ad Listed in the Festival Booklet 2' x 3' banner

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Booth Sponsor-Food	\$100	Listed in the Festival Booklet Single Booth Space
Booth Sponsor - Non-Food	\$75	Listed in the Festival Booklet Single Booth Space
Booth - Non-Profit - Non-Food	\$50	Listed in the Festival Booklet Single Booth Space
Booth - Non-Profit - Food	\$75	Listed in the Festival Booklet Single Booth Space
Business Card Ad	\$30	Business Card Ad in the Festival Booklet
Donations		Listed in the Festival Booklet

Definitions:

Booklet Advertisements

Titanium, Platinum, and Gold sponsors are listed in the Event Booklet and on the Sponsors Board in the Main Tent.

Silver, Bronze Sponsors and all Donations are listed in the Event Booklet.

Full Page – 8" x 4.5"

2/3 Page - 5.25" x 4.5"

Half Page – 3.5" X 4.5"

1/3 Page - 2.75" x 4.5" (enlarged business card)

Main Tent Banners

Displayed Thursday-Sunday.

Banners may be provided by the Sponsor or by the Committee.

Must be vetted by the committee.

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Sponsor Board Rules

Board is moved to assorted venues throughout the event.

Booklet Rules

To appear in the Oktoberfest festival booklet, you must provide your business card or publication-ready advertisement of the correct proportions. This **MUST** accompany your application with payment. It is greatly preferred to receive the ad in digital format (JPEG, TIF, PDF, etc). Otherwise we can scan your print ad. All ads will be converted to black and white for publication. E-mail ad submissions to:

Oktoberfest@lovettsvilleva.gov .

We are not able to provide copy or art work for you in advance of the printing.

Enlarged Business Card Ad: (2.75" x 4.5")	\$30
Half Page Ad: (3.5" x 4.5")	\$55
Two-thirds Page Ad: (5.25" x 4.5")	\$70
Full Page Ad: (8" x 5")	\$105

Banner Rules

All banners must be vinyl with grommets for hanging in the main tent.
Only banners from Sponsors (Bronze-Titanium) will be hung in the tent.
Banners must be the appropriate size.

Gold, Silver and Bronze Sponsors: 2' x 3' Banner

VENDOR INFORMATION

Vendors will display their goods on Saturday, September 24th, only

Individual booth area is 10' x10'. Spaces will be marked along the Town streets or other designated locations as directed by the Oktoberfest Committee.

Only space is provided: **no utilities, tent, or table(s) are provided.**

A map and your booth number will be provided by e-mail or mail before the event.

Vendors are responsible for all permits, licenses, and insurance.

Retail sales tax will have to be paid according to Virginia State Regulations. This information will be provided in separate package.

Alcohol Sales are controlled per Virginia ABC Regulations.

There will be no refunds - This is a rain or shine event.

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All vendor activities must be suitable for a family event. Offensive materials, ads, or public displays will be removed and participation refused.

Do not block private drives, entrances, or doors. Be respectful of private property.

Booth set-up is from 7:00am and no later than 8:45am.

All vehicles must be removed by 9:00am from the booth location. Park in designated areas only. Do not park in private or business parking lots, including the BB&T Bank, Town Hall, or the Old Post Office parking lots.

Streets are closed to vehicles from 9:30am to 5:00pm.

Vendors are expected to display from 10:00am - 5:00pm on September 24, 2011. Booth breakdown is no earlier than 5:00pm. Late arrival may void your participation.

No generators are allowed unless they are quiet and self enclosed. If you have questions about generators, please contact the Oktoberfest Committee

It is the responsibility of the vendor to keep the booth and surrounding area clean. Each vendor shall leave the area in the same condition as they found it.

An Information Booth , which also serves as a Lost Child area, will be located near or in the Main Tent and be staffed throughout the day. All Guidelines and/or Vendor Safety Guidelines provided will be adhered to.

SAFETY

Emergency Medical Service and County sheriff protection will be present and will enforce traffic and control issues.

All vendors will receive inclement weather information once confirmed

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FOOD VENDORS

Food vendors **must** display a current Loudoun County Health Department Temporary Food Sale Permit and adhere to the regulations set by the Health Department. Please download Health Permit application at www.loudoun.gov . Type **Urban Environmental Health** in the search box. Click on **Urban Environmental Health-Food**. Then click on **Temporary Food Permit**. You may also call 703-777-0234 and request an application. **This application and check MUST be sent to the Lovettsville Oktoberfest Committee with your vendor application. We then compile all applications and forward them to the Health Department (per Loudoun County Government) as one pack (unless you have an existing permit. If you have an existing permit, a copy of your permit and proof of payment must be sent to the Lovettsville Oktoberfest Committee to be forwarded to the Health Department.**

Food vendors will be responsible for paying a Lovettsville Meals Tax. The current rate is 3% of gross receipts. This is subject to change. This information will be provided in a separate package after receipt of this application.

Must cover food handling areas and must provide for hand sanitation.

Must provide trash receptacles for customers and use heavy duty plastic bags.

Place all sealed trash neatly and tightly at the nearest curb during and after the festival for pickup.

Must provide properly rated fire extinguishers.

ALCOHOL SALES

The vendor/restaurant is responsible for having an ABC license covering alcohol sales at the event. Consumption of alcohol is restricted to designated and permitted areas as required under Loudoun County and/or ABC regulations.

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PLEASE FILL OUT THIS VENDOR/SPONSOR APPLICATION COMPLETELY AND RETURN THE SHEETS WITH YOUR CHECK MADE OUT TO; "LOVETTSVILLE OKTOBERFEST"

Business Name: _____

Contact Name: _____

Mailing Address: _____

Email _____

Phone: (day) _____ Phone: (eve) _____

Please describe your booth activity/product so that we may best position your booth as well as include your business in our vendor index in the Oktoberfest Booklet.

Non-Food Vendor Booth	Each \$ 75	Qty _____	Total \$ _____
Food vendor Booth (food prepared on site)	Each \$100	Qty _____	Total \$ _____
Non-Profit Org (Scouts, church, civic group)	Each \$50	Qty _____	Total \$ _____
Non-Profit Organization - Food Vendor Booth	Each \$75	Qty _____	Total \$ _____

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Display Advertisement in the Oktoberfest Booklet (Must Accompany Application):

Enlarged Business Card Ad: (2.75" x 4.5")	\$30	\$ _____
Half Page Ad: (3.5" x 4.5")	\$55	\$ _____
Two-thirds Page Ad: (5.25" x 4.5")	\$70	\$ _____
Full Page Ad: (8" x 5")	\$105	\$ _____

Sponsorship: Type: _____ \$ _____

of booth spaces requested _____

Sponsor Banner information:

FILL IN THE FOLLOWING BOX-THIS IS HOW YOUR BANNER WILL READ (no graphics please):

PRINT DESIRED BANNER INSCRIPTION IN THIS SPACE - MAXIMUM OF THREE LINES ALLOWED

Donation: \$ _____

Total Amount: \$ _____

Full payment is due with application to insure booth assignment or acceptance of Sponsors.

By signing this application, you acknowledge that you understand the terms and conditions of the festival and you agree to adhere to the spirit and intent of the conditions as stated by the Lovettsville Oktoberfest Committee and the Town of Lovettsville.

Signature _____ Date _____
(Vendor/Sponsor)

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RETURN BY MAIL BY AUGUST 1, 2011

Mail a signed copy of this application with payment to:

Lovettsville Oktoberfest
P.O. Box 209
Lovettsville, VA 20180

Make checks payable to:

Lovettsville Oktoberfest

In order to avoid duplication, only the first paid application for a representative of a group or franchise will be accepted. Please photocopy this application for your records and return the original along with payment in full to be assigned a booth. An acknowledgement of your application and information about your booth will be sent to you by e-mail or US mail prior to the festival.

**The deadline for all applications is August 1, 2011.
The best policy is to mail your application today!**

For further information or questions please contact the Oktoberfest committee at
Oktoberfest@lovettsvillva.gov