

# Town Of Lovettsville Oktoberfest Celebration

## September 28-30, 2012

Dear Business Owner,

The Town of Lovettsville is proud to host our 19th annual Oktoberfest celebration Friday, September 28 - Sunday, September 30, 2012. 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.

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, including advertising rates and options.

We have made changes to our celebration this year. For the first time we are offering a limited number of premium spaces. These spaces will be in the new Town Green, near the new location of the Main Tent. Please read the application carefully when signing up for your booth spaces.

Please note, vendors are only allowed to display their goods and services on Saturday September 29th. The Saturday of Oktoberfest has always been the highlight of the festival. During the 2011 Oktoberfest event it was estimated that 3000 to 4000 people attended on this day alone.

Sponsors of the event will have their company name and information displayed for patrons who participate throughout the entire weekend.

Sponsor and vendor applications are due **August 1, 2012**, in order for your company to be advertised in the event program. Any applications received after this date are not guaranteed space in the booklet. 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](mailto:Oktoberfest@lovettsvilleva.gov)

Mit freundlichen Grüßen (Best Regards)

The Lovettsville Oktoberfest Committee

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As a business owner, you have several options that will promote your business. You can be a Sponsor, a Vendor, an Advertiser or a combination of each. Below is information for Sponsors, Vendors and Advertisers.

### Sponsor Levels:

Level	Cost	Benefits
<b>Platinum Sponsor</b>	<b>\$1000+</b>	<b>Full Page Ad Listed on Sponsor Board and in the Festival Booklet 8'w x 2'h Banner Triple Booth Space to use or Donate PA Announcements during breaks in festivities</b>
<b>Gold Sponsor</b>	<b>\$500</b>	<b>Half Page Ad Listed on Sponsor Board and in the Festival Booklet 6'w x 2'h Banner Double Booth Space to use or donate</b>
<b>Silver Sponsor</b>	<b>\$250</b>	<b>Half Page Ad Listed in the Festival Booklet 3'w x 2'h Banner Single Booth Space to use or donate</b>
<b>Bronze Sponsor</b>	<b>\$125</b>	<b>Business Card Ad Listed in the Festival Booklet 3'w x 2'h banner</b>

- Platinum and Gold Sponsors are listed in the Festival Booklet and on the Sponsor Board.
- Silver and Bronze Sponsors and all Donations are listed in the Festival Booklet.

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**Vendor Levels:**

<b>Vendor Space – Food – Saturday ONLY</b>	<b>\$150</b> -Premium Space(3 spaces available)  <b>\$125</b> -Non-Premium Space	Listed in the Festival Booklet
<b>Vendor Space – Non - Food – Saturday ONLY</b>	<b>\$100</b> -Premium Space  <b>\$85</b> -Non-Premium Space	Listed in the Festival Booklet
<b>Vendor Space –Food Non-Profit Saturday ONLY</b>	<b>\$100</b>	Listed in the Festival Booklet
<b>Vendor Space –Non - Food Non-Profit - Saturday ONLY</b>	<b>\$70</b>	Listed in the Festival Booklet
<b>Donations</b>		Listed in the Festival Booklet

<b><u>Advertising Opportunities:</u></b>		
<b>Full Page Ad: (5”w x 8”h)</b>	<b>\$105</b>	Listed in the Festival Booklet
<b>Two-thirds Page Ad: (4.5”w x 5.25”h)</b>	<b>\$70</b>	Listed in the Festival Booklet
<b>Half Page Ad: 4.5”w x 3.5”h</b>	<b>\$55</b>	Listed in the Festival Booklet
<b>Enlarged Business Card Ad: 4.5”w x 2.75”h</b>	<b>\$30</b>	Listed in the Festival Booklet

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### **Booklet Rules**

To appear in the Oktoberfest Festival Booklet, you must provide your business card or publication-ready advertisement of the correct dimensions by the advertised deadline. This **MUST** accompany your application with payment. It is greatly preferred to receive the ad in digital format (JPEG, TIF, PDF, etc), otherwise your print ad will be scanned. All ads will be converted to black and white for publication. We are not able to provide copy or art work for you in advance of the printing.

E-mail ad submissions to: [Oktoberfest@lovettsvilleva.gov](mailto:Oktoberfest@lovettsvilleva.gov)

### **Sponsor Banners**

Sponsor Tent Banners are displayed Thursday-Sunday.

Only banners from Sponsors will be displayed in the tents.

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

**\*\*Sponsor provided banners must be vetted by the Oktoberfest Committee.\*\***

### **Sponsor Board Rules**

The Oktoberfest Committee will develop the Sponsor Board based on the number of Platinum and Gold Sponsors received. The Committee plans to compose multiple Sponsor Boards to be placed in different locations of the event for maximum Business exposure.

## **VENDOR INFORMATION**

**All vendors will be allowed to display their goods on Saturday, the 29<sup>th</sup> ONLY. The Oktoberfest Committee reserves the right to determine who will be allowed to display their goods in the Town Green.**

During the day, the Town will have a special permit that allows the downtown streets to be closed for the event.

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.**

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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 a separate package.**

**Alcohol Sales are controlled per Virginia ABC Regulations.**

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

- 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 starts at 7:00am and no later than 8:45am. **Late arrival may void your participation.**
- 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 6:00pm.
- Vendors are expected to display from 10:00am - 5:00pm on September 29, 2012.
- **Booth breakdown is no earlier than 5:00pm on Saturday.**
- **Vendors will be required to have their display completely removed by 6:00 PM on September 29, 2012.**
- **Premium vendors may remain open during evening festivities.**
- **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 the Health Permit application at [www.loudoun.gov](http://www.loudoun.gov) . Once at the website, click on **GOVERNMENT**. Click on **County Departments**. Then click on **Departments H -Z**. Click on **Health Department** and then on **Environmental Health** on the same page. Click on **Restaurant/ Food Service** and then on **Temporary Food Packet**. 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. The Committee will then compile all applications and forward them to the Health Department (per Loudoun County Government) as one package. 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.

#### **Additionally Food Vendors:**

- 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 WITH YOUR CHECK MADE OUT TO; "LOVETTSVILLE OKTOBERFEST"**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email \_\_\_\_\_

Phone: (primary) \_\_\_\_\_ Phone: (secondary) \_\_\_\_\_

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.

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Type of Booth	Price Per Booth	Quantity	Total
<b>Food Vendor</b> (food prepared on site) <b>Saturday Only</b>	<b>\$150</b> -Premium Space-3 spaces available <b>\$125</b> -Non-premium space		\$
<b>Non-Food Vendor</b> <b>Saturday Only</b>	<b>\$100</b> -Premium Space <b>\$85</b> -Non-premium space		
<b>Non Profit-Food Vendor</b> (food prepared on site) <b>Saturday Only</b>	<b>\$100</b>		
<b>Non Profit-Non-Food Vendor</b> <b>Saturday Only</b>	<b>\$70</b>		

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

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

**Total Amount Enclosed:** \$ \_\_\_\_\_

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

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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)

### RETURN BY MAIL BY AUGUST 1, 2012

Mail a signed copy of this application (pages 7,8, and 9) 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, 2012.**  
**The best policy is to mail your application today!**

For further information or questions please contact the Oktoberfest committee at  
[Oktoberfest@lovettsvillva.gov](mailto:Oktoberfest@lovettsvillva.gov)