

Town Of Lovettsville  
**Oktoberfest 2013**  
September 27, 28, 29

Willkommen!

The Town of Lovettsville is proud to host our 20th consecutive Oktoberfest celebration Friday, September 27, through Sunday, September 29, 2013. The Town will come alive with food, beer, dancing, crafts, and entertainment to celebrate our German heritage and promote our Community. Our 2012 Oktoberfest featured nearly 100 vendors and welcomed approximately 5,000 patrons to our Town; we invite your business to join us in making 2013 bigger, and even better!

There are several ways you can participate: as a Vendor, as a Sponsor, or as an advertiser in our commemorative booklet. Attached you will find everything you will need to join us. The Saturday of Oktoberfest has always been the highlight of the festival, with vendors lining Broad Way, Light Street, Church Street and adjacent to each entertainment venue. Please note that vendors are allowed to display their goods and services on **Saturday, September 28<sup>th</sup> ONLY.**

Sponsor and vendor applications are due **August 15, 2013**, in order for your company to be advertised in the event program. Any applications received after August 15 are not guaranteed inclusion in the booklet, and will be accepted only at the discretion of the Oktoberfest Committee.

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)

James McIntyre, Chairman  
The Lovettsville Oktoberfest Committee

# Lovettsville Oktoberfest 2013

## Sponsorship Information

Level	Cost	Benefits
<b>Platinum Sponsor</b>	<b>\$1000+</b>	<b>Full Page Ad Listed in the Festival Booklet, on Our Website and Facebook page 8'w x 2'h Banner Triple Booth Space to use or Donate</b>
<b>Gold Sponsor</b>	<b>\$500</b>	<b>Half Page Ad Listed in the Festival Booklet, on Our Website and Facebook page 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, on Our Website and Facebook page 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>
<b>Other Donations</b>	<b>Any Amount</b>	<b>Listed in the Festival Booklet</b>

### Sponsor Banners

- Sponsor Banners are displayed in the Biergarten from Thursday-Sunday.
- Banners may be provided by the Sponsor or by the Oktoberfest Committee.
  - Sponsor-provided banners must be vetted by the Oktoberfest Committee.

# Lovettsville Oktoberfest 2013

## Vendor Fees

<b>Vendor Space - Food</b>	<b>\$125</b>	<ul style="list-style-type: none"> <li>• Food prepared on-site</li> <li>• Health Department permit required</li> </ul>
<b>Vendor Space - Non - Food</b>	<b>\$85</b>	
<b>Non-Profit Vendor Space - Food</b>	<b>\$100</b>	<ul style="list-style-type: none"> <li>• Food prepared on-site</li> <li>• Health Department permit required</li> </ul>
<b>Non-Profit Vendor Space - Non - Food</b>	<b>\$70</b>	

- All vendors will be listed in the Oktoberfest Commemorative Booklet.
- Street vending is Saturday, September 28, ONLY.
  - Set-up from 8:00-8:45 AM; Clean-up from 5:00-6:00 PM.
- This is a rain or shine event.

## Commemorative Booklet Advertising Fees

<b>Full-Page Ad</b>	<b>5"w x 8"h</b>	<b>\$105</b>
<b>Half-Page Ad</b>	<b>4.5"w x 3.5"h</b>	<b>\$55</b>
<b>Business Card Ad</b>	<b>4.5"w x 2"h</b>	<b>\$30</b>
<b>Page Sponsorship One line of text</b>	<b>Inside pages</b>	<b>\$50</b>
	<b>Inside Front/Back Cover</b>	<b>\$100</b>
	<b>Center Page</b>	<b>\$150</b>

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 to the best of our abilities. All ads are 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)

# Lovettsville Oktoberfest 2013

## Rules and Information

### VENDOR INFORMATION

- **All vendors will be allowed to display their goods on Saturday, the 28<sup>th</sup> ONLY.**
- Downtown Streets will be closed for the event, including setup and breakdown.
- Booth setup starts **no earlier than 8:00 AM** and **no later than 8:45 AM.**
  - **Late arrival may void your participation.**
- Do not block private drives, entrances, or doors. **Be respectful of private property.**
- Vendors are expected to **display from 10:00am - 5:00pm** on September 28, 2013.
- All vehicles must be removed by 9:00 AM from the booth location.
- Booth breakdown is **no earlier than 5:00pm** and **no later than 6:00 PM.**
- Individual booth area is 10' x 10'. Spaces will be marked along the Town streets or other designated locations as directed by the Oktoberfest Committee.
- A map and your booth number will be provided by e-mail or mail before the event.
- **Only space is provided:** no utilities, tent, or table(s) are provided.
- 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.
- There will be no refunds - **This is a rain or shine event.**
- To avoid duplication, only the first paid application for a representative of a **group or franchise** will be accepted.
- All vendor activities must be **suitable for a family event.** Offensive materials, ads, or public displays will be removed and participation refused.
- **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.

### SAFETY AND EMERGENCY INFORMATION

- **Emergency Medical Service** and **County Sheriff** protection will be present and will enforce traffic and safety issues.
- All vendors will receive **emergency-preparedness** instructions once confirmed.
- **Information Booths**, which also serve as Lost Child areas, will be located on Broad Way and in the Main Tent and will be staffed throughout the day.

# Lovettsville Oktoberfest 2013

## Rules and Information, cont'd

### **FOOD VENDOR INFORMATION**

- 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), (or on the Lovettsville Town Hall website at [www.lovettsvilleva.gov](http://www.lovettsvilleva.gov) .)
  - Once at the website, click on **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 Health Department application and fee **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.
- **Alcohol Sales** are controlled per Virginia ABC Regulations. **Consumption** of alcohol is restricted to designated and permitted areas as required under Loudoun County and/or ABC regulations.
- **Additionally, Food Vendors:**
  - **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**.

# Lovettsville Oktoberfest 2013

## Application

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

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

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

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

What is the best way to contact you?  e-mail     US mail

Type of Participation	Price	Quantity	Total
Platinum Sponsor	\$1000		\$
Gold Sponsor	\$500		
Silver Sponsor	\$250		
Bronze Sponsor	\$125		
Food Vendor	\$125		
Non-Food Vendor	\$85		
<i>Non-Profit</i> Food Vendor	\$100		
<i>Non-Profit</i> Non-Food Vendor	\$70		
Full page Advertisement	\$105		
½ page Advertisement	\$55		
Business Card Advertisement	\$30		
Page Sponsorship-Inside pages	\$50		
Page Sponsorship-Inside Front/ Back Covers	\$100		
Page Sponsorship-Center Page	\$150		

<b>Total Enclosed</b>	<b>\$</b>
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Please Make Checks To: LOVETTSVILLE OKTOBERFEST

**-Please complete both sides of application-**

# Lovettsville Oktoberfest 2013

## Application, Page 2

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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### **Sponsor Banner information** (Platinum, Gold, Silver and Bronze only):

- **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

**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 \_\_\_\_\_

Mail a signed copy of this application with payment **By August 15,2013**, to:

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