



CHRISTMAS IN JULY FESTIVAL 2024

APPLICATION INFORMATION AND INSTRUCTIONS

Friday, July 5, 2024, 4pm-10pm, Food Vendors and Main Stage Music

*Saturday, July 6, 2024, 9am-5pm, Food, Craft, Nonprofit, Specialty Food Vendors, Main Stage Music
Downtown West Jefferson*

SPACE IS LIMITED – APPLY EARLY! DISCOUNTED FEES UNTIL 4/1/24.

ALL VENDORS

APPLICATION PROCEDURE – ALL VENDORS:

1. Complete Booth Application Form in full.
2. New vendor applicants must submit 3 photographs representative of your current work.
3. All vendors must sign and submit the Festival Release and Indemnification Form.
4. Include separate checks for non-refundable Application Fee, Booth Fee, and Clean-up Deposit, if applicable. All vendor monies will be held until acceptance from the Committee. Rejected vendor monies will be returned to the vendor minus the \$25 application fee.
5. Make checks payable to the Christmas in July Festival. Mail checks with the application form to Christmas in July Festival, PO Box 490, West Jefferson, NC 28694.
6. Applications will be taken until booth space is filled. Additional vendors will be placed on a waiting list.
7. Discounted booth fees will be accepted until April 1, 2024.

GENERAL INFORMATION FOR ALL VENDORS

Vendor Parking: Vendor parking information will be sent with the set-up instructions in June. Parking for vendors is available near the festival footprint within a short walk. Please note that most of the parking areas are operated by local non-profit organizations or churches as fundraisers on the day of the festival and **parking fees apply**. There are also free public parking lots within a few walking blocks of the festival footprint. Vendor vehicles may not park within the festival footprint.

Pets are not allowed within the festival area.

Due to limited vendor space, we encourage you to apply early. Apply by **April 1, 2024** to take advantage of our early bird vendor fee. If you apply after **April 1, 2024**, vendor fees will be increased. Applications are open until filled. Booth fee costs are listed on the vendor application. Postmarks honored.

Please complete the following & return:

- 1) Completed, Signed Vendor Application Form
 - 2) Signed Release & Indemnification Agreement Form
 - 3) Photos, if a first-time applicant
 - 4) Separate check for the \$25 Application Fee
 - 5) Appropriate Booth Fee. (Listed on application form)
- NOTE: Your application is not complete until we have received all signed forms & payment.
- 6) Food Vendor additions: Clean Up Deposit Fee, Certificate of Insurance, Menu Listing

DISCLAIMER OF DAMAGE OR INJURY

The Ashe County Christmas in July Festival cannot be held liable for loss or damage to art, crafts, merchandise or injury to anyone participating in the event. A Certificate of Insurance is required for all food vendors and specialty food vendors and is strongly encouraged for all craft & non-profit vendors/exhibitors.

Vendors will be required to sign a Release & Indemnification Agreement Form before participating.

By signing your Vendor Application Form and Release & Indemnification Form, you are agreeing to ALL the stated rules, guidelines & expectations of the Christmas in July Festival. If you violate any of the stated rules or guidelines or create any misconduct, you may be asked to leave and may be barred from the festival for at least one (1) year.

VENDOR EXPECTATIONS

- Arts, crafts, nonprofit, specialty food, and food booths are required to stay open during festival hours. Booths must be ready for business at least 1/2 hour prior to the start of the festival. Set up instructions will be sent in mid-June.
- Vendors are responsible for their own booth setup & supplies needed. Tents, tables, or chairs are not provided by the festival. Festival personnel are not responsible for helping with booth setup or take-down.
- Vendors are responsible for the protection of their exhibits from the rain.
- All tents must be firmly secured in case of wind. The festival takes place on a paved surface which prohibits the anchoring of any supports into the ground. You are prohibited from driving nails or stakes into the pavement to anchor your tent. A system such as buckets filled with concrete may be used or commercially available weights rated up to 20 pounds each.

VENDOR LOAD-IN PROCEDURES

- Accepted vendors will be sent a specific staging location and load in time. Vendor vehicles will NOT be permitted in the festival footprint at other times.
- Festival personnel will be at the staging area, along the route to the exhibit area & within the exhibit area to direct you to your assigned space for load-in and to answer any questions.
- Due to the nature of vendor load-in, ***THERE IS A STRICT LIMIT OF ONE VEHICLE PER VENDOR SPACE PERMITTED DURING LOAD-IN.*** Bringing more than one vehicle disrupts vendor setup and blocks the road for others. If you bring more than one vehicle, it will not be permitted into the festival area to unload until festival personnel give the all-clear. If you must bring more than one vehicle, make sure you include all preliminary set up items such as tent, tables, etc. in the vehicle you want to go into the festival area first. If you do not follow these guidelines & procedures, you may be barred from the festival for one (1) year.
- No vehicles will be allowed in the festival area later than 1/2 hour prior to starting time.

VENDOR LOAD-OUT

- Vendors shall remain open until the official end of the Festival. No vehicles shall be allowed in the festival area 1/2 hour after the official closing of the festival as this creates a huge safety concern to attendees & fellow vendors. If vendor vehicles enter the festival footprint before the close of the festival, you may be banned from the festival for one (1) year.
- The safety of all participants is the festival's utmost concern and we take this very seriously.

ADDITIONAL NOTES FOR CRAFT AND NONPROFIT VENDORS

Festival day is Saturday, July 6th from 9AM until 5PM located in Downtown West Jefferson, NC. The Christmas in July Festival is an outdoor street festival and will proceed rain or shine!

Craft Vendor Application Process & Product Rules

- ALL vendor applications undergo a juried process by the vendor selection committee. This ensures the festival has a wide variety of items to showcase and to avoid too much repetition.
- **ONLY handcrafted, original work** by the applicant(s) will be permitted in Saturday's vendor area. Acceptable works include paintings, watercolors, pen and ink drawings, etchings, photography, clay, metal work, jewelry, fibers, leather, glass, paper, wood, books, and other original works.
- Offset reproductions of an artist's original work must not comprise more than 50% of exhibited works.
- **Commercial goods, mass produced items and buy-sell items are NOT allowed to be sold at the festival.** Examples of products not allowed include: Paparazzi Jewelry, Lula Roe, Thirty-one, Arbonne, Doterra Oils, Agnes & Dora, Usborne Books and others as deemed by the vendor selection committee. If you are found to be selling these products during the festival in addition to your approved items, you

may not be permitted to return to the festival.

- **First-time applicants:** If you are a new vendor applicant, please submit at least 3 photos of the items you wish to sell at the festival with your application packet.
- **Electrical service is NOT available to Craft, Nonprofit, and Specialty Food Vendors.**
- Vendors are responsible for payment of North Carolina Sales Tax and are required to obtain a certificate of registration (NC-BR form, for Sales & Use Tax) from the NC Department of Revenue (this form can be found on the CIJ website or www.dornc.com)
- Any craft or nonprofit vendor wishing to sell bottled water must indicate that on the application form and must procure the water from Dr. Pepper, the official drink sponsor for Christmas in July Festival.

ADDITIONAL NOTES FOR SPECIALTY FOOD VENDORS

Specialty Food vendors are interspersed within the Craft/Nonprofit section for Saturday only.

- Electric hook up is not provided.
- Specialty Food vendor applications are for snack foods or foods prepared off-site, including fudge, candy, baked goods, jerky, etc. Jams, jellies, and home-canned items must be prepared in a Certified Kitchen, and a certificate is required.
- The festival reserves the right to limit the food items for sale. Only approved items may be sold. Prices must be posted.
- A Certificate of Insurance is required by all food and specialty food vendors. No exceptions.
- Specialty Food vendors may use the Food vendor application form if they wish to participate both days.

ADDITIONAL NOTES FOR FOOD VENDORS

Food vendors are located within the Food Court locations for both Friday and Saturday.

- Food vendors will participate on Friday 4pm-10pm and on Saturday 9am-5pm.
- Food Vendors must submit a complete menu which will be approved and signed off by the Festival and the vendor. If you sell items that you have not been approved to sell you will be warned one (1) time only. The second time you will be asked to stop all sales and close your booth, with a forfeit of your space fee and deposit, and you will be banned from the festival the following year.
- Food prices **MUST** be posted at your booth. You will not be permitted to sell without this posting.
- All food vendors are required to submit a current updated Certificate of Insurance. Failure to do so will delay your application being processed.
- If you use a trailer as your food booth, please include a photo of the trailer that shows the sale window in relation to the trailer tongue. This will help festival personnel with the load in and set up process.
- **New vendor applicants:** please submit 2-5 photos of your booth setup & items with application.
- Vendors must comply with their specific, assigned load-in time. Early or late arrival is not permitted.
- There is a limit of one vehicle per vendor space during load-in.

Health Department, Fire Marshall, and Electric Rules

- Health Department personnel will supervise the load-in and setup of food vendors.
- Accepted Food Vendors must complete an application to the Ashe County Health Department and pay their required fee. Details will be sent upon acceptance to Christmas in July.
- Accepted Food Vendors will be inspected by the Ashe County Fire Marshall after set-up.
- An on-site electrician must approve your electrical equipment before you can use our power source.
- Electric cords **MUST** be covered at the booth and across the walkway behind the booth.
- If you are adding on a 240V circuit, you must include a photo of the plug and adaptor you use.
- A single 240-volt (30 or 50 amp) circuit is available for a \$50 fee

Sale Of Soft Drinks & Bottled Water

Soft drink and water are exclusive festival concessions. All vendors must purchase soft drinks & bottled water

items from our local bottler, Dr. Pepper Bottling Company of West Jefferson.

Cleanup/Disposal Requirements

- All trash **MUST** be disposed of in the festival provided dumpsters and **NOT** in trash cans along the street. Trash must be disposed of at the end of the festival or taken with you. If you leave trash & do not dispose of it properly, you will lose your cleanup deposit and may be banned from the festival the following year.
- Grease **MUST** be disposed of in the Grease Trap or taken with you. Dumping of grease anywhere else is prohibited and, if violated, you will lose your deposit & may be banned from the festival the following year.

VENDOR REFUND POLICY

- Vendor fees will be refunded minus a \$25 handling fee prior to April 1.
- Between April 1 and June 1, a 50% refund will be granted.
- No refunds will be granted after June 1st.

**For additional info, contact us at:
cijfestival@gmail.com or 336-846-1987**

**Thank you for your interest in the Christmas in July Festival!
www.christmasinjulyfestival.com**