



**2019 NATIONAL
CEREAL FESTIVAL**
Saturday, June 8, 2019
Festival
Market Square
25 McCamly St
8:00 a.m. – 12:30 p.m.

Vendor Policies & Guidelines

FESTIVAL INFORMATION:

The Cereal Festival will take place on **Saturday, June 8, 2019, in and around Festival Market Square, McCamly St. and Jackson St., from 8:00 a.m. to 12:30 p.m.** Festival activities include entertainment, vendors and children's activities. The vendors will operate from 8:00 a.m. – 12:30 p.m. The event is held rain or shine!

APPLICATION DEADLINE & VENDOR FEES:

All applications must be submitted by May 17, 2019. The vendor fee for a 10'x10' space is \$150. Non-profit organizations vendor fee is \$50. Non-profits must attach provide proof of status. **Please make check or money order payable to: Cereal City Development Corporation.** No refunds will be honored.

RESTRICTIONS:

Any food vendor must comply with the Calhoun County Health Department regulations and obtain the appropriate permits and/or licenses. Vendors are not allowed to "rove" with their merchandise at any time. The Festival Committee reserves the right to restrict any activities that interfere with public access and/or festival programming. The Festival does not provide for "exclusive" rights of products.

SET-UP & TAKE DOWN:

Vendors may set-up at any time before 7:30 a.m. on June 8th; however, set-up must be completed by 7:30 a.m. **Vendors park in Jackson St. Ramp entering from Jackson St or W. Michigan Ave. You will be required to bring your items across the street to your booth space from the Ramp.** A Festival Official and volunteers will be on-site to assist and direct you to your vendor space. Vendors must check-in at the Volunteer Tent which is located inside the atrium where Kellogg Arena, Hamblin parking structure and the hotel meet. All equipment used in operating a booth during the event will be the responsibility of the vendor, including canopies, tables, chairs, and any other booth furnishings. **Electricity is NOT guaranteed. Additionally, all tents must be secured by sandbags or other weights that will not be staked into the ground.** All vendor locations will be assigned at the discretion of the Festival Official. Booth sizes are 10' x 10'. **Vendors may close their booths beginning at 12:30 p.m.** All booths should be closed and items removed by 1:00 p.m. Please make sure all trash and booth items are removed! All vendor vehicles must stay inside the festival until 12:30 p.m. No early take down. If a vendor is also in the Cereal Fest Parade please make note in the vendor application.

SIGNAGE:

The appearance of each vendor booth is critical to the overall atmosphere of the Festival and the audience's perception of the event. We highly encourage creative booth designs. You are responsible for any signage, banners, etc. to identify your booth.

SELECTION PROCESS:

A selection committee will review each vendor application based on the following criteria: 1) quality and type of product sold/displayed, preference will be given to wellness and health related applicants 2) ability to participate and 3) space availability at the event and operational requirements. Past participation does not guarantee acceptance. The Cereal Festival reserves the right to refuse any application or withdraw acceptance, in which case the vendor fee will be returned in full. A full refund is guaranteed until May 24, 2019. Space is limited and restrictions will be placed on the types of merchandise permitted.



2019 VENDOR APPLICATION

Saturday, June 8, 2019
8:00 a.m. – 12:30 p.m.
Festival Market
Square, 25 McCamly
Street.

Application Deadline: Friday, May 17, 2019

APPLICANT INFORMATION:

Business/Organization Name _____

Contact Person _____

Address _____

Telephone Number _____

Email _____

Website (if applicable) _____

Vendor Type (check one): _____ Retail (\$150) _____ Food (\$150) _____ Nonprofit (\$50)

Note: Please attach proof of non-profit status to your application.

ACTIVITIES/PRODUCT INFORMATION:

Number of spaces needed (limit 2; \$150 per space): _____ One _____ Two

Need Electricity: _____ No _____ Yes If yes, voltage: _____

Sales Tax License #: _____

All for-profit vendors are responsible for collection of the 6% Michigan Sales Tax and for acquiring a sales tax license.

*****Any food vendor must comply with the Calhoun County Health Department regulations and obtain the appropriate permits and/or licenses*****

Please list all activities and/or products to be sold/given out:

PAYMENT INFORMATION:

Payment type: _____ Check _____ Money Order _____ Credit Card*

Total Payment: \$ _____

Make check or money order payable to: *Cereal City Development Corp.*

*Credit Cards are accepted by calling Kellogg Arena at 269.788.1104 **OR**
Register at battlecreeklive.ticketforce.com

Release and Signature

____ I agree that my name and any photographs of me or my work and/or booth may be used for publicity purposes.

By signing this application, I expressly release the 2019 Cereal Festival and Festival Advisory Board, their agents as well as the owners of the sites, of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of exhibit space. I agree to hold the 2019 Cereal Festival and Festival Advisory Board and the owners of the Festival sites harmless of any loss or damage by reason thereof. I also agree to comply with all State and local regulations in the operation of my vendor space. I agree to and have read the CEREAL FESTIVAL VENDOR POLICIES & GUIDELINES. The 2019 Cereal Festival and Festival Advisory Board reserves the right to terminate this agreement at any time if you choose not to abide by the vendor policies & procedures (mentioned above) and to make changes to this agreement as needed.

Signature: _____ Date: _____

Mail or drop off completed form and payment to:

**2019 National Cereal Fest
c/o Cereal City Development Corp.
1 McCamly Square
Battle Creek, MI 49017**

**Phone: 269.788.1102
Website: BCCEREALFEST.com**

Application Checklist:

___ Completed Application ___ Vendor Fee Payment ___ Proof of Nonprofit Status