



**SOUTHWEST
COMMUNITY FESTIVAL
SATURDAY
OCTOBER 13, 2012**

The annual "Southwest Community Festival" will be held outside on the grounds of Sun Valley Park, on Bethany Lane, on Saturday, October 13, 2012, a one (1) day festival.

This letter is your invitation to reserve a booth(s) at the festival. We know that we attract some of the finest arts and craft booths in the region, and we are increasing the number of booths and the quality of products sold.

- Large Booth Space (10' X 10')
- Large aisle between booths (20' or more)
- Pancake & Sausage Breakfast beginning at 7:00 am.
- Car Show next to Festival area.
- Food booth area close to Entertainment.
- KIDS CITY where there are exciting FREE attractions.
- Information booths that inform and educate about the Community.
- Arts & Crafts booths that highlight Jefferson County & surrounding areas.
- Electricity available, at an extra cost, on a limited basis.

❖ Set-Up Times

- ❖ Friday, Oct. 12th - 12:00pm - 6:00 PM (Set-up will cease at 7:00 pm. No exceptions)
- ❖ Saturday, Oct 13th - 7:30 - 9:00 AM

You are **strongly encouraged** to set-up on Friday, October 12, starting at Noon. There will be security guards on the festival grounds Friday night from 7:00 pm until 7:30 am Saturday morning. Set-up on Saturday morning begins at 7:30 am.

Return the application, a self-addressed stamped envelope, and your booth(s) fee to the address on the application form. Add \$1.00 to your fee if you do not enclose a self-addressed stamped envelope.

"In the event of an extreme event(s), including EXTREMELY inclement weather, such that the SWF Committee decides that persons and/or property may be endangered by continuation of the festival, the right is reserved by the SWF Committee to cancel the event. Pre-paid vendor deposits will NOT be refunded should such a cancellation occur and the vendor agree to this policy by its submission of this application."

We regret that refunds are not given for any reason. The Rules & Regulations of the Festival are on the reverse side of this letter. For additional information, contact me at 502-403-6188. Looking forward to seeing you at the festival.

Sincerely,

Tresa Ward

Treasurer

502-403-6188 Website www.southwestfestival.org

**Jewish Hospital &
St. Mary's HealthCare**

RULES & REGULATIONS FOR VENDORS

Southwest Community Festival

1. Any prospective exhibitor must complete an application and contract and submit it to the Festival Committee for approval. The Festival Committee reserves the right to reject an application for booth space, with proper justification.
2. The laws prohibits games of chance using cards; dice, or money for profit. The sale/display of fireworks and obscene materials are prohibited. All material, pictures, etc. must be acceptable for families and children.
3. Any exhibitor intending to have a drawing must indicate such on their contract and must notify the Festival Committee of the winner.
4. The exhibitor shall supply his/her own cover, tables, chairs and garbage bags for their exhibit sites. Tables and chairs will not be supplied from the Sun Valley Community Center.
5. Hours for booth sales are: Saturday: 9:00 AM - 5:00 PM. No early breakdowns allowed! Vendor's material and/or equipment must be removed from the grounds by 7:00 PM on the day of the Festival.
6. Electricity will be provided for food booths and a limited number of other vendors.
7. Please include a self-addressed, stamped envelope when you return your application. (Add \$1.00 to your fee if you do not enclose a self-addressed stamped envelope.) A booth location map will be mailed to you.
8. You may set-up your booth on Friday, October 8th from Noon - 7:00 PM or on Saturday morning from 7:30 - 9:00 AM. Those not set-up during the allowed times will have to unload and transport from the parking area. No late arrivals will be accepted. Friday set-up is strongly recommended.
9. Without exception, set-up will cease and no vehicle will be allowed to stay in the Festival area after 7:00 PM on Friday Evening.
10. No alcohol allowed at the festival site. However, you may bring your own non-alcoholic refreshments. No glass bottles, please.
11. Any person(s), who is/are soliciting votes or passing out issue/campaign material, are required to purchase a Political booth space. Large issue/campaign signs on SWF grounds & parking facilities will require a Political booth space fee if person does not have a booth space.
12. The placing of political stickers on persons or objects is not allowed. SWF patrons have asked that this practice be discontinued because of intimidation and the litter caused by this practice.
13. No voice enhancing devices allowed in the booths or the booths area. (Microphones, bullhorns, etc.) No height extension devices allowed in the booths. (Scaffolding, ladders, etc.)
14. Vendors selling "resale" items, non-craft items, or providing information for a For-Profit entity must register as a "Commercial & Information" booth.
15. Exhibitors who do not comply with the above rules and regulations during the Southwest Community Festival will not be allowed to participate in future festivals.

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Southwest Community Festival

Booth Application for Saturday, October 13, 2012

PLEASE PRINT

Name/Organization: _____

Address: _____

City/State/Zip: _____

Phone: () _____

E-Mail: _____

Type of Booth: _____

Describe Activity: _____

___ Handmade
Arts/Crafts - \$60

___ Political - \$150

___ Resells, Commercial &
Information - \$75

___ Games - \$65

___ Non-Profit Info - \$50

Number of booth spaces needed: ___

___ Electricity, add \$20 I am enclosing \$ _____

Make checks payable to Southwest Community Festival and return completed application by October 1, 2012. Add \$1.00 to your fee if you do not enclose a self-addressed stamped envelope. Applications submitted after September 27, add \$10.00 late fee.

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2. The applicant agrees to abide by the rules and regulations of the Southwest Community Festival that are included with this application packet.
3. Liability: Insurance will be the responsibility of the exhibitors

To the extent of its fault or strict liability, the Sponsors and the Southwest Community Festival, their agents, successors, representatives and assigns, to the extent provided by law, will release, indemnify, defend, protect, and hold each other, their affiliates, and their respective officers, directors or employees, harmless from losses, costs (including reasonable attorney fees and court and arbitration costs), expenses, claims, demands, liabilities and causes of action of every type and character arising out of the Agreement for personal injury, illness or death or loss of or damage to property.

Applicant Signature _____ Date _____

Please return completed application, "self addressed, stamped envelope" and check to:

Tresa Ward
6500 W. Orell Rd
Louisville, KY 40272
502-403-6188

**Jewish Hospital &
St. Mary's HealthCare**

www.southwestfestival.org