



4/22/23

MARKETPLACE VENDOR MADISON FEST

Application & Participant Agreement
A Spring Arts, Crafts & Garden Marketplace
Sat. April 22, 2023, 10:00 a.m. until 4 p.m.
Madison's Town Park

Deadline To Enter: March 22, 2023

WE'RE EXCITED FOR SPRING IN 2023! All items sold at Madison Fest must be **original** and **handcrafted** by the submitting artist or **vintage** (at least 20 years old). This is a juried event with a limited number of slots. The application deadline is March 22, 2023. We will email notifications within a week after the jury meets. If you are not accepted your money will be promptly returned to you by the City of Madison.

We will not consider your application if it is not complete nor if we receive it after the deadline. **A complete application includes all the information requested below, including photos plus payment (make checks payable to City of Madison).** We do not allow MLM items, imports, nor re-sale items that are not vintage.

Business Name (this will be used for marketing): _____

Contact Name: _____

Contact Mailing Address: _____

City/State/Zip Code: _____

Contact Email Address: _____ **Contact Mobile:** _____

BRIEF DESCRIPTION OF THE ITEMS YOU PLAN TO SELL _____

ATTACH PHOTOS—ITEMS TO BE SOLD AND BOOTH SET UP The selection of vendors is based solely on submitted photos. Vendors are required to include photos of products, plus a photo of the booth set-up. Garden vendors include sample photos of booth set-up and a written description of products. Photos may be printed and mailed with the application or sent digitally via email to Colleen Hall at chall@madisonga.com (include your vendor name in the email subject line). By submitting your application you agree to allow the City of Madison permission to use your images for promotion of the event.

FEES The fee to participate is \$85. This amount is due with your application. A limited number of spaces that are accessible to electricity are available for an additional \$25. **Make all checks payable to the City of Madison.** If you apply and are not accepted, you will receive a full refund. Your \$85 fee reserves one 10-ft x 10-ft space for your tent.

SALES TAX State law requires that all vendors pay sales tax on their revenue from events. It is each individual's responsibility to make sure that they claim their income and collect sales tax.

YOUR BOOTH A 10-ft x 10-ft tent is mandatory for all vendors at Madison Fest; we prefer the white pop-up style (preferred but not required) tent for use in Town Park with a good roof for inclement weather—do not bring a larger tent to Madison Fest. The overall appearance and presentation of your booth is critical to the overall feeling of the festival and to your retail success. We want to ensure that everyone has the best possible experience. Tables, chairs, and tents are the sole responsibility of the vendor. Your complete display must fit inside the 10 ft x 10 ft parameters. Vendors are responsible for hauling and setting up the display. We will

attempt to provide load-in/load-out volunteers when possible, but ultimately it is your responsibility to take care of your space—your own booth, your merchandise and your trash. Plan to take your trash and empty boxes home, or use the easily accessible dumpster positioned on Jefferson St. outside the park. Do not leave any trash in your space and do not use the garbage cans within the park for trash. Vendors may not break down before the festival ends at 4:00 p.m. If you run out of product, you may take down your signs and pack up, but remain in place until 4:00. At close, plan to completely pack up your booth before bringing in your vehicle to any of the gates for loading.

SECURING YOUR TENT All tents in Town Park must be secured with hanging weights—weights that hang from the canopy corners—for safety in wind conditions. Main Street prohibits tents to be staked in the grassy park, so please bring appropriate weights. All vendor booths are set on grass. A good quality, securely weighted tent will ensure your booth does not take off and damage your inventory, the inventory of vendors near you, or injure someone at the festival.

VENDOR PARKING Parking is reserved within easy walking distance of Town Park for all vendors. Vendors should be parked in designated lots promptly after unloading. Parking is limited; please pack accordingly. All vendors **use only the provided vendor parking**. You will receive an email with detailed festival load-in and assigned parking instructions.

RAIN OR SHINE Madison Fest is a rain or shine event—only the threat of severe weather would hinder our plans for the day and no refunds will be given in the case of cancellation. Be prepared for the weather by bringing adequate protection for your booth.

BOOTH SHARING You may share a space with another vendor, BUT you must apply together. This is a juried event, so we must approve both of you. Put information about Vendor #2 in the "Brief Description Of Your Items" section, and include clearly labeled photos from each of you.

MARKETING Madison Fest encourages all vendors to decorate their booth in keeping with their merchandise. Your 'look' is key to getting your name out into 'the world,' and we encourage you to promote your business during the event with stickers, business cards, postcards, freebies, social media posts, and general fun stuff. We also encourage you to follow us on social media at FB: **Main Street Madison Georgia** and IG: **mainstreetmadisonga** Once accepted to Madison Fest, you grant the City of Madison the right to use images of your products for festival promotion.

SECURITY Madison Fest believes that providing a safe and secure environment for the event is very important. Park security will be provided for Friday over-night and during event hours. However, Madison Fest will not be liable for any damage, theft, injury, or weather-related damage incurred during the festival. Your signature on the vendor application signifies your understanding and acceptance of these parameters.

DOWNTOWN MADISON, GA Madison is located 45 miles east of Atlanta, GA, off of I-20, and 30 miles south of Athens, GA, off of Hwy 441. Annual events are designed to attract visitors and locals alike to showcase Town Park and our beautiful historic downtown, it's businesses, people, and rich historic fabric. Our goal is for visitors to leave impressed and eager to return to Madison—to shop, to dine, or to attend another event. Learn more about what's going on in Madison at www.MadisonGA.com.

Booth Fee

of Spaces _____ x \$85 = _____

Access to Electricity (+ \$25) _____

TOTAL ENCLOSED _____

Non-profit Organization Fee

\$40, per 10 ft x 10 ft space.

(Access to electricity +\$25)

TOTAL ENCLOSED _____



Signature _____ Date _____

MAIL OR DROP OFF APPLICATIONS:

- Mail: 132 N. Main Street, PO Box 32, Madison GA 30650 - attn. Colleen Hall
- Drop off: At the **Main Street & Planning Office at 162 N. Main St.** (parking in rear, enter at front of building)
- Checks payable to **City of Madison**

Questions, or just want to chat? Call Colleen: (706) 342-1251 x1208, or Email: chall@madisonga.com

