



Christmas In July Festival

Ashe County's Christmas in July Festival 2012 ...sharing our Mountain Heritage

The *CHRISTMAS IN JULY FESTIVAL* will celebrate its 26th year in 2012! The annual street festival featuring handcrafted arts and crafts, the best of local and regional music, children's activities, great food and a flavor of the county with our "Non-profit Row" returns to the mountains of western North Carolina July 6.

FOOD VENDOR GUIDELINES:

- Festival days and times are **Friday, July 6, 2012 from 6:00 P.M. to 10:00 P.M.** and **Saturday, July 7, 2012 from 9:00 A.M. to 7:00 P.M.**
- Vendors must comply with their specific, assigned load-in time. Early or late arrival is not permitted. Health Department personnel will supervise the load-in of food vendors.
- All rules and regulations from the Ashe County Health Department must be adhered to.
- A \$100 deposit **per space** will be required. This will be a separate check from the application fee. The deposit will be returned after the Festival and upon documentation of successful cleanup.
- We reserve the right to limit the number and type of food items that you may sell.
- 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 space fee and deposit, and you will be banned from the Festival in 2013.
- Prices of all items for sale must be clearly displayed. Failure to do so will result in loss of the deposit fee and you will be banned from the Festival in 2013.
- The 12 foot wide walkway behind the booth **must** be kept clear at all times.
- Electric cords must be covered from the booth to the electric box.
- All trash must be disposed of in the Festival dumpsters, not in the street trashcans. Grease must be disposed of in the Grease Trap.
- Booths are required to stay open during Festival hours and must be ready for business at least one hour prior to the start of the Festival. Set up instructions will be sent in mid-June. Festival personnel will be at the food vendor area to direct you to your assigned space for unloading and to assist you with any set-up or other questions.
- No vehicles will be allowed in the Festival area later than one hour prior to starting time or one half hour after closing. There is a limit of one vehicle per vendor space during load-in.
- Vendors are responsible for their own booth setup. The Festival will provide no tents, tables or chairs.
- Christmas in July is an outdoor street festival and will proceed rain or shine! Vendors are responsible for the protection of their food and their food preparation items from rain.
- All tents must be firmly secured in event of wind. The Festival takes place on a paved surface that prohibits anchoring any supports into the ground. A system such as buckets filled with concrete may be used.
- Security personnel will be provided and all reasonable safety precautions taken, but the Ashe County Christmas in July Festival cannot be held liable for loss of or damage to food or items used in food preparation, or to injury to anyone participating in the event.
- A Certificate of Insurance is required.
- Parking for vendors is available at convenient lots located close to the Festival.
- Vendors are responsible for payment of all applicable North Carolina Sales Taxes.
- No pets will be allowed anywhere in the Festival area.

Please complete the enclosed Application and Release Forms and return them, along with all required fees, by the appropriate deadlines.

Due to limited vendor space, early application is encouraged.

Please contact us if you need further information. You may call the Ashe County Arts Council at (336) 846-ARTS or the Ashe County Chamber of Commerce at (336) 846-9196.

www.christmasinjuly.info