

2021 NC Whirligig Festival

Saturday & Sunday, November 6 & 7, 2021

Application deadline – September 1



Downtown Merchant Application

Check one booth type:	<input type="checkbox"/> Store OPEN FREE – No Booth <i>Merchants in or near the festival zone will be open for business without a booth display.</i>	<input type="checkbox"/> \$50 – In Zone Merchants located Inside the Festival Zone <i>Available only to those businesses within the closed streets of the festival zone/area.</i> <i>*Food vending excluded</i>	<input type="checkbox"/> \$150 – Perimeter Merchant located Near the Festival <i>Reserved for those businesses within one block of the closed streets festival zone/area.</i> <i>*Food vending excluded</i>	<input type="checkbox"/> \$425 – MSD Merchant <i>Only for those businesses within the designated MSD (50% off the commercial fee)</i> <i>*Food vending excluded separate Food Vendor application required. Fees adjusted as possible.</i>
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Due by September 1 - To receive priority booth placement near your store's front door.

Contact Information: New Vendor Returning Vendor, last attended yr _____

Organization Name: _____

Contact Name: _____

Mailing Address: _____
Street/PO Box City State Zip

Downtown Store Location/Physical Address: _____

Day Phone: (_____) _____ Alternate Phone: (_____) _____

Email: _____

(For speed and convenience, most communication will be done via email and website postings please check both regularly.)

Website: _____ Social Media/Facebook: _____

Logistical Information:

Booth Size: (see #7 on page 4)

- NO Booth – Open for Business only, complete page 3 & 4
- Single (15' wide x 10' deep) - regular booth, included with fee
- Double (30' wide x 10' deep) - Add \$150
- Triple (45' wide x 10' deep) - Add \$225

Booth Utilities: Limited water and electricity are available for vendors and will be considered on as-needed-basis.

- Prefer to use own generator (see note below)
- Request electricity access (one 110 v outlet)
- Request electrical 240 access (one 240v outlet)
- Request water access (one faucet)

Will you bring a tent to use? No Yes
(only 10x10 tents allowed, must be weighted down)

Note: Due to many entertainment stages, generators are not allowed near stages. We do have a few areas generators are allowed, but they must be preapproved.

For Festival Office Use Only:

Received Date: _____

Payment: \$ _____ Check # _____

Submitted for Committee Review: _____

- Accepted Declined
- Conditional: _____

Confirmation sent: _____

Utilities Granted?

- Water
- Electrical

Booth Assignment # : _____

Notes:

Downtown Merchant Information

Applications are reviewed on a first-come, first-served basis. Application review includes uniqueness and quality of product, booth display, spirit of cooperation and consideration to avoid duplication.

How did you hear about the NC Whirligig Festival? _____

Attach Photo of booth Display –enclose a photograph of your booth set up.

Booth Items - enclose a list of items, prices and photographs of items for sale in your booth

Insurance – Each booth must provide their own insurance to cover sales, products and operations. (see #8 on pg 4)

Company: _____ Policy #: _____ Expiration date: _____

NC Sales Tax ID Number: - _____ (see #9 on pg 4)

Application Fees:

Make check/money order payable to: **Whirligig Festival**

- \$150 Arts & Craft Vendor
- \$450 Food vendor
- \$200 Beverage Sales only vendor
- \$350 Commercial Retail
- \$850 Commercial Vendor
- \$500 Non-Profit Political Party/Candidate
- \$250 Non-Profit selling Food
- \$100 Non-Profit selling Crafts
- \$100 Non-Profit holding any type of fundraiser
- \$50 Non-Profit Display only
- \$50 Downtown Merchant (*inside festival zone*)
- \$150 Downtown Merchant (*perimeter area*)
- \$425 Downtown Merchant Service District (MSD)
- waived* Military display booth
- waived* Sponsor booth (*donation must be attached*)
- \$150 Double size booth space (30' wide x 10' deep)
- \$225 Triple size booth space (45' wide x 10' deep)

Booth Calculator:

\$ _____ Booth Fee

+ Add to increase size (*optional*)

double size – add \$150

triple size – add \$225

\$ _____ + Add late fee after 10/1

Total Due: \$ _____

Make check payable to: NC Whirligig Festival



* October 1 - \$25 late fee added to any application received after October 1.

* Note: \$25 fee will be added for any returned checks.

Festival Policies:

I have reviewed the **NC Whirligig Festival** booth policies and procedures and agree to abide by the policies as outlined, including that the festival is held rain or shine and that booth fees are non-refundable.

I agreed to abide by the North Carolina, Wilson and federal guidelines regarding the COVID-19 pandemic. As health concerns change, I understand the festival policies may adjust accordingly. I pledge to follow the guidelines required at the time of the festival. Participants not following the guidelines will be closed immediately, with no refund and risking admission in to future festivals. For more information regarding COVID-19 mandates, please visit: <https://www.nc.gov/covid19>

I understand as a vendor of the festival that I am a representative of the festival and will act as an example to the community. I understand that I am vending at my own risk and I agree to be responsible for my own safety, protection of belongings and actions. I further agree to indemnify and hold harmless the Whirligig Festival organizers, City of Wilson, and any persons holding legal title to the lands upon which this event is being held, from any claims arising from my participation as a vendor in this festival.

Signature: _____ Date: _____

Drop off location: 120 Goldsboro Street South, Wilson, NC - downtown (*shared office space with BigBizBox*)

Mail application and payment to: NC Whirligig Festival, PO Box 2124, Wilson, NC 27894

Email: info@WhirligigFestivalNC.org or visit our website: www.WhirligigFestivalNC.org

2021 Whirligig Festival

Downtown Merchant – Part B – Tell us More!



Vendor Name: _____

(Please provide the Booth Name you would like printed in materials, listed on website and on event map.)

REMINDER - Due by September 1 - To receive priority booth placement near your store's front door. Applications received after this deadline will be considered with all vendors and placed in any booth location still open.

Booth Display: The goal of the festival is to connect merchants to potential clientele by providing opportunities for interactions. In doing so, the festival also strives to avoid duplication at booths. We need to insure activities, handouts, giveaways, etc.. do not conflict with other participating vendors. For example, free face painting or handing out free water is not allowed as we have professional face painting vendors and food vendor booths. To assist all vendors in being successful, please provide a description of your booth's activity, service or demonstrations planned.

Description: _____

Downtown Merchant/Vendor Reminders:

- The participation of downtown business owners is crucial to the continued success of the festival. For this reason, businesses within the outlined festival zone are given first option to use the street space in front of their business. Applications must be received by the published deadline or the space in front of their store will be assigned for use by another festival vendor.
- The "In Zone Merchant" booths are for merchants only within the designated festival zone. To be "in the zone" means that the street in front of your store is closed, barricaded from traffic flow and festival activities are designated on your street.
- The "Perimeter Merchant" booths are only for merchants within a one block perimeter of the festival. To be "in the perimeter" means that you store location may be within the barricaded streets or just outside the barricades. In some locations parking is still available with an anticipated high level of walking and parking traffic near your store due to the festival layout.
- The "MSD Merchant" booths are only for merchants located within the determined Merchant Services District according to the City of Wilson. These businesses may register at a 50% discount rate of the established Commercial Booth registration fee.
- There are a limited number of booths available each year for the discounted booths available to the downtown merchants.
- Any business outside the three designated areas will need to apply to the festival through the most appropriate application.
- Once an application is received, the festival planners will reserve a booth space for downtown merchants as close as possible to the front door of their store. There is no a guarantee that it will be exactly at your door front. Booths are measured in 12 foot lengths starting at the corner of each block and many factors play into booth placement. However, the festival logistics committee will work their best to place your assigned booth location as close to your store front as possible.
- A single booth space (10 ft deep x 12 ft wide) is provided. Double or triple booth spaces are available for an additional fee.
- Tables, chairs, tents, etc...are not provided. A 10 x 10 pop up tent is recommended and must be weighted down.
- Utilities such as electricity and water are limited. They can be requested, first come-first served. Do not assume because you can see an outlet or faucet outside your store, that you will automatically be granted use of that outlet/faucet. It may be assigned to a different vendor. You must apply early for the use of utilities. Utilities go quickly – apply early!

Initials Required:

- _____ Downtown restaurants and food businesses must apply separately to be considered as an outdoor Food Vendor.
- _____ Merchants may not provide free services or products that compete with other businesses or other vendors.
- _____ Merchants may only sell items in their booth from their existing business and items normally carried in their store. For example, a hammock store may not sell balloons or funnel cakes during the festival. To sell other items, or expand your sales, you must submit a separate vendor application with the appropriate fees.
- _____ By participating in the festival, the booth space must be used during the entire festival. It may not be empty for any portion of the festival. The street booth space must be occupied, Saturday 10 am – 5 pm and Sunday 12 noon – 5 pm. The festival retains the right to deny any business that cannot sustain a presence during the entire festival.
- _____ The street booth must have an attractive display, demonstration, sidewalk sale or some type of activity. While an empty open space may seem like easy access to your business, in reality it gives festival attendees the impression that a vendor is missing and the space is just empty. Use the space creatively to attract customers inside your store.
- _____ Businesses may not donate their space or include in their booth another organization, non-profit, family, friend or side-business. It is may only be used to promote your direct business or store.



NC Whirligig Festival Vendor Policies – Part A / Part B provided online.

The full set of vendors policies and procedures are provided on the festival website. Provided below are the top priorities by which vendors must abide. Most of the logistical information will be provided upon acceptance of your vendor application. A signature on a submitted application conveys agreement with all policies and procedures.

1. All vendors are advised to print and keep a copy of these guidelines for your own records.
2. The main focus of the festival is to highlight the Vollis Simpson Whirligigs, true artisans and a mix of family entertainment, music, food vendors and to support our local non-profit organizations.
3. The NC Whirligig Festival and all participants will follow the State of North Carolina, Wilson County and federal guidelines regarding the COVID-19 pandemic. As health concerns change, the festival policies may adjust accordingly. All vendors must follow the guidelines required at the time of the festival. Participants not following the guidelines risk being dismissed from the festival and risk admission into future festivals.
4. The NC Whirligig Festival is a diverse and inclusive event that incorporates vendors, organizations and sponsors that are supportive of our mission to welcome the whole community. If at any point a vendor's items, products, services or promotions become divisive, exclusionary or offensive the vendor will have the opportunity to take corrective actions or be dismissed from the festival. The decision of the Festival Director is final.
5. The festival zone is located in the heart of Historic Downtown Wilson, NC as a street festival held within several blocks of closed streets surrounding the Vollis Simpson Whirligig Park.
6. Once a booth application is submitted, the application fee will be charged immediately. The application will be reviewed by the Festival Director and designated Vendor Chair. Upon approval, the vendor will be contacted and the booth fees processed as identified in the application. Once accepted, the booth application is non-refundable. Any vendor waitlisted may resubmit materials for further consideration. Any vendor denied may apply again next year. All decisions by the Festival Director and Vendor Chairs are final. Only approved vendors will be allowed to conduct business at the NC Whirligig Festival.
7. All types of vendors, nonprofit organizations, educational groups, food vendors, faith-based organizations, commercial vendors, political organizations and sponsors are mixed within each block of the festival. Neighboring vendors may be similar or very different from your type of vending.
8. The festival is held rain or shine. The festival will only be cancelled by order of the Governor. Should an act of God, pandemic or other events beyond the control of the festival planners cause a cancellation, vendor fees will carry forward to the next year's festival at a prorated amount.
9. Booth space is simply that – space. The standard booth space is 12 feet wide and 10 feet deep. This easily allows for a 10 ft x 10 ft tent. Vendors must provide their own tent, tables, chairs and displays.
10. Vendors are expected to participate both days of the festival, Saturday 10 am – 5 pm and Sunday, 12 noon to 5 pm. Any vendor shutting down early or skipping a day will not be considered for future festivals.
11. Food vendors are required to set up on Friday night in preparation for the Health Department Inspections. All vendors are encouraged to set up their tent, tables and booth display equipment on Friday night.
12. Vendors may leave their booth structures, tents, tables and equipment set up overnight on Saturday.
13. Vendors are only permitted to sell items within their approved category. For example, an arts and crafts vendors may not sell food. A food vendor may not sell arts and crafts. Any cross over sales must be included in the initial applications must be approved by the Vendor Chairs of both categories.
14. Vendors must provide a NC Sales Tax number, which can be obtained from the NC State Revenue office. Vendors are responsible for the license, sales tax and shipping related to their sales.
15. Vendors are responsible for their own insurance. The festival will not be held liable for any damages to you, your merchandise, equipment or those shopping at your booth.

Policy acceptance - *I have reviewed the NC Whirligig Festival vendor booth policies Part A and Part B, provided here and on the festival website. I agree to fully abide by what has been outlined. I understand that I am vending at my own risk and I agree to be responsible for my own safety, protection of belongings and actions. I further agree to indemnify and hold harmless the NC Whirligig Festival organizers, City of Wilson, and any persons holding legal title to the lands upon which this event is being held, from any claims arising from my participation as a vendor in this festival. I understand once accepted into the festival, my application fee is non-refundable.*

Signature: _____ Date _____