

Town Of Lovettsville Oktoberfest Celebration

September 23-25, 2011

Dear Business Owner,

The Town of Lovettsville is proud to host the 18th annual Oktoberfest celebration September 23 - 25, 2011. The Town will come alive with food, crafts, and entertainment to celebrate our German heritage and promote the community in our Town. By way of this letter, we invite you to participate in this festival.

Attached you will find a Vendor and Sponsor Application Package. This package includes all the forms and additional information you will need to become a vendor or sponsor of this event.

Please note, vendors are only allowed to display their goods and services on Saturday September 24th. The Saturday of Oktoberfest has always been the highlight of the festival. During the 2010 Oktoberfest event it was estimated that 4000 to 5000 people attended on this day alone.

Sponsors of the event will have their company name and information displayed for patrons who participate in the evening and Sunday morning activities over the entire weekend.

If you wish to participate in this annual celebration, sponsor and vendor applications are due **August 1, 2011**, in order for your company to be advertised in the event program. We look forward to your participation and hope to see you there.

If you have any questions please do not hesitate to contact us at Oktoberfest@lovettsvilleva.gov

Mit freundlichen Grüßen (Best Regards)

The Lovettsville Oktoberfest Committee

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As a business owner, you have several options that will promote your business. You can be a Sponsor, a Vendor, an Advertiser or a combination of each. Below is information for Sponsors, Advertisers and Vendors.

Sponsor Levels:

Level	Cost	Benefits
Gold Sponsor	\$500	Half Page Ad Listed on Sponsor Board and in the Festival Booklet 2' x 3' Banner Double Booth Space to use or donate
Silver Sponsor	\$250	Half Page Ad Listed in the Festival Booklet 2' x 3' Banner Single Booth Space to use or donate
Bronze Sponsor	\$125	Business Card Ad Listed in the Festival Booklet 2' x 3' banner

Please note, the Lovettsville Oktoberfest Committee has developed a Premier Sponsorship Package for business owners who wish to sponsor the event above the amounts listed. These businesses will receive premium advertising locations throughout the festival. If you would like to review the Premier Sponsorship Package send an email to Oktoberfest@lovettsvilleva.gov and a Committee member will contact you personally to discuss these opportunities.

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Vendor Levels:

Vendor Space – Food	\$100	Listed in the Festival Booklet Single Booth Space
Vendor Space – Non-Food	\$75	Listed in the Festival Booklet Single Booth Space
Vendor Space – Non-Profit - Non-Food	\$50	Listed in the Festival Booklet Single Booth Space
Vendor Space – Non-Profit - Food	\$75	Listed in the Festival Booklet Single Booth Space
Business Card Ad	\$30	Business Card Ad in the Festival Booklet
Donations		Listed in the Festival Booklet

If a vendor requests additional spaces, the vendor will have to pay the cost for that additional space at the advertised rates listed above.

Advertising Opportunities:

Booklet Advertisements

- Enlarged Business Card Ad: (2.75" x 4.5") \$30
- Half Page Ad: (3.5" x 4.5") \$55
- Two-thirds Page Ad: (5.25" x 4.5") \$70
- Full Page Ad: (8" x 5") \$105
- Gold sponsors are listed in the Event Booklet and on the Sponsors Boards.
- Silver and Bronze Sponsors and all Donations are listed in the Event Booklet.

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Booklet Rules

To appear in the Oktoberfest festival booklet, you must provide your business card or publication-ready advertisement of the correct dimensions by the advertised deadline. This **MUST** accompany your application with payment. It is greatly preferred to receive the ad in digital format (JPEG, TIF, PDF, etc). Otherwise your print ad will be scanned. All ads will be converted to black and white for publication. We are not able to provide copy or art work for you in advance of the printing.

E-mail ad submissions to: Oktoberfest@lovettsvilleva.gov

Sponsor Banners

Sponsor Tent Banners are displayed Thursday-Sunday.

All banners must be vinyl with grommets for hanging and must be 2' x 3'.

Only banners from Sponsors will be displayed in the tents.

Banners may be provided by the Sponsor or by the Oktoberfest Committee.

****Sponsor provided banners must be vetted by the Oktoberfest Committee.****

Sponsor Board Rules

The Oktoberfest Committee will develop the Sponsor Board based on the number of Gold Sponsors received. The Committee plans to compose multiple Sponsor Boards to be placed in different locations of the event for maximum Business exposure.

VENDOR INFORMATION

Vendors will be allowed display their goods on Saturday, September 24th, ONLY. During the day, the Town will have a special permit that allows the downtown roads to be closed for the event.

Individual booth area is 10' x10'. Spaces will be marked along the Town streets or other designated locations as directed by the Oktoberfest Committee.

Only space is provided: **no utilities, tent, or table(s) are provided.**

A map and your booth number will be provided by e-mail or mail before the event.

Vendors are responsible for all permits, licenses, and insurance.

Retail sales tax will have to be paid according to Virginia State Regulations. This information will be provided in a separate package.

Alcohol Sales are controlled per Virginia ABC Regulations.

There will be no refunds - This is a rain or shine event.

- All vendor activities must be suitable for a family event. Offensive materials, ads, or public displays will be removed and participation refused.
- Do not block private drives, entrances, or doors. Be respectful of private property.

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- Booth set-up is from 7:00am and no later than 8:45am.
- All vehicles must be removed by 9:00am from the booth location. Park in designated areas only. Do not park in private or business parking lots, including the BB&T Bank, Town Hall, or the Old Post Office parking lots.
- Streets are closed to vehicles from 9:30am to 6:00pm.
- Vendors are expected to display from 10:00am - 5:00pm on September 24, 2011. Booth breakdown is no earlier than 5:00pm. Late arrival may void your participation.
- Vendors will be required to have their display completely removed by 6:00 PM on September 24, 2011.
- No generators are allowed unless they are quiet and self enclosed. If you have questions about generators, please contact the Oktoberfest Committee
- It is the responsibility of the vendor to keep the booth and surrounding area clean. Each vendor shall leave the area in the same condition as they found it.
- An Information Booth, which also serves as a Lost Child area, will be located near or in the Main Tent and be staffed throughout the day. All Guidelines and/or Vendor Safety Guidelines provided will be adhered to.

SAFETY

Emergency Medical Service and County sheriff protection will be present and will enforce traffic and control issues.

All vendors will receive inclement weather information once confirmed.

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FOOD VENDORS

Food vendors **must** display a current Loudoun County Health Department Temporary Food Sale Permit and adhere to the regulations set by the Health Department. Please download the Health Permit application at www.loudoun.gov . Once at the website, type “**Urban Environmental Health**” in the search box. Click on “**Urban Environmental Health-Food**”. Then click on “**Temporary Food Permit**”. You may also call 703-777-0234 and request an application. **This application and check MUST be sent to the Lovettsville Oktoberfest Committee with your vendor application. The Committee will then compile all applications and forward to the Health Department (per Loudoun County Government) as one package. If you have an existing permit, a copy of your permit and proof of payment must be sent to the Lovettsville Oktoberfest Committee to be forwarded to the Health Department.** Food vendors will be responsible for paying a Lovettsville Meals Tax. The current rate is 3% of gross receipts. This is subject to change. This information will be provided in a separate package after receipt of this application.

Additionally Food Vendors:

- Must cover food handling areas and must provide for hand sanitation.
- Must provide trash receptacles for customers and use heavy duty plastic bags.
- Place all sealed trash neatly and tightly at the nearest curb during and after the festival for pickup.
- Must provide properly rated fire extinguishers.

ALCOHOL SALES

The vendor/restaurant is responsible for having an ABC license covering alcohol sales at the event. Consumption of alcohol is restricted to designated and permitted areas as required under Loudoun County and/or ABC regulations.

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PLEASE FILL OUT THIS VENDOR/SPONSOR APPLICATION COMPLETELY AND RETURN WITH YOUR CHECK MADE OUT TO; "LOVETTSVILLE OKTOBERFEST"

Business Name: _____

Contact Name: _____

Mailing Address: _____

Email _____

Phone: (primary) _____ Phone: (secondary) _____

Please describe your booth activity/product so that we may best position your booth as well as include your business in our vendor index in the Oktoberfest Booklet.

Type of Booth	Price Per Booth	Quantity	Total
Non-Food Vendor	\$75		\$
Food Vendor (food prepared on site)	\$100		\$
Non-Profit Org (Scouts, church, civic group)	\$50		\$
Non-Profit Organization - Food Vendor	\$75		\$

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Display Advertisement in the Oktoberfest Booklet (Must Accompany Application):

Enlarged Business Card Ad: (2.75" x 4.5")	\$30	\$ _____
Half Page Ad: (3.5" x 4.5")	\$55	\$ _____
Two-thirds Page Ad: (5.25" x 4.5")	\$70	\$ _____
Full Page Ad: (8" x 5")	\$105	\$ _____

Sponsorship: Type: _____ \$ _____

of booth spaces requested _____

Sponsor Banner information:

FILL IN THE FOLLOWING BOX-THIS IS HOW YOUR BANNER WILL READ (no graphics please):

PRINT DESIRED BANNER INSCRIPTION IN THIS SPACE - MAXIMUM OF THREE LINES ALLOWED

Donation: \$ _____

Total Amount Enclosed: \$ _____

Full payment is due with application to insure booth assignment or acceptance of Sponsors.

By signing this application, you acknowledge that you understand the terms and conditions of the festival and you agree to adhere to the spirit and intent of the conditions as stated by the Lovettsville Oktoberfest Committee and the Town of Lovettsville.

Signature _____ Date _____
(Vendor/Sponsor)

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RETURN BY MAIL BY AUGUST 1, 2011

Mail a signed copy of this application with payment to:

Lovettsville Oktoberfest
P.O. Box 209
Lovettsville, VA 20180

Make checks payable to: **Lovettsville Oktoberfest**

In order to avoid duplication, only the first paid application for a representative of a group or franchise will be accepted. Please photocopy this application for your records and return the original along with payment in full to be assigned a booth. An acknowledgement of your application and information about your booth will be sent to you by e-mail or US mail prior to the festival.

The deadline for all applications is August 1, 2011.
The best policy is to mail your application today!

For further information or questions please contact the Oktoberfest committee at
Oktoberfest@lovettsvillva.gov