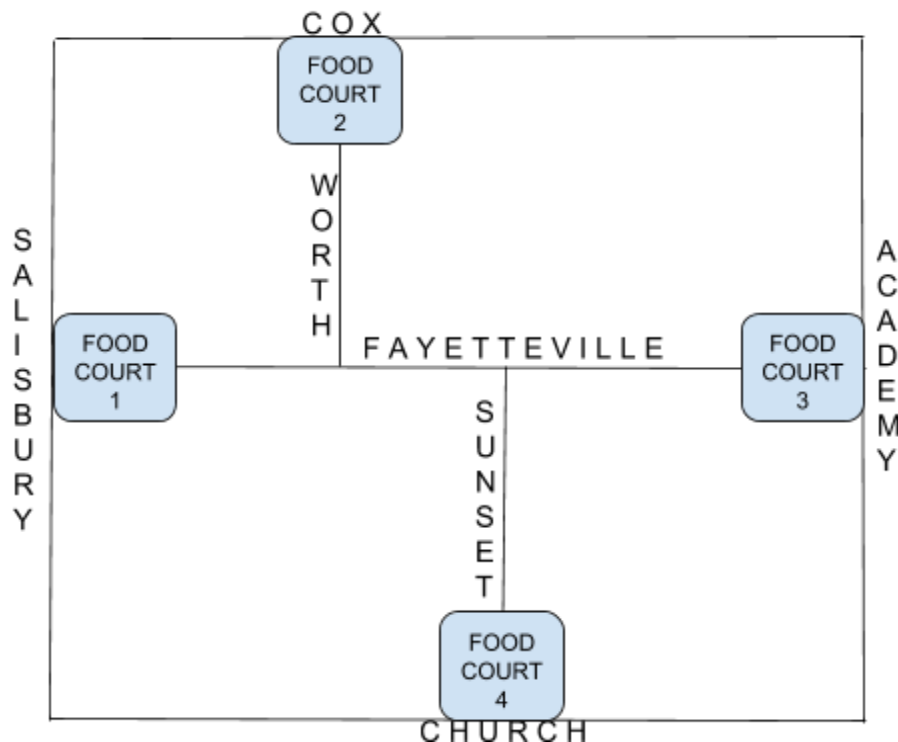


Asheboro Fall Festival

General Information

- ❖ The Fall Festival will be held on the first weekend in October. We will host a Friday night Kickoff concert in the park on the 4th and the Festival will be held on the 5th and 6th.
- ❖ Fall Festival will be open on Saturday from 10am - 6pm and on Sunday from 12pm - 6pm. Vendors pay for the full two days are encouraged to participate for the duration of the Festival.
- ❖ Fall Festival Booth Spaces are restricted to concentrated categories which have been predetermined by the Randolph Arts Guild.
- ❖ The number of vendors in each category is limited.
- ❖ Booth spaces representing each category have been strategically placed in a sequence order to create a reasonable distance between vendors of the same category.
- ❖ Handcrafted Arts & Goods and Commercial Advertising booth spaces will open for selection/application on a new online interactive map on our website according to the following schedule listed below. Paper applications will be available for those without access to the internet or require assistance.
- ❖ All Food Vendors will be placed in food courts located at the ends of the streets within the Festival Footprint.
- ❖ No booths will be available for the sale of retail products.
- ❖ All booth fees are a flat rate according to category and size. No vendors will be required to submit any percentage of profits made during the Festival.
- ❖ Available booth locations are first come first serve.
- ❖ All applications are subject to approval with a \$10 nonrefundable application fee.



Asheboro Fall Festival

- **Food Vendors : Applications OPEN NOW; closing in June**

- Food Booths are limited to one of the following categories listed below in numbers 1-8. Applicants will be asked to choose a Food Vendor Category and will be required to submit a list of the specific items you intend to prepare and serve at your booth. Some examples of acceptable menu items in each category are listed below.

- 1. Carnival Cravings**

- Fried Sweets (Candy Bars, Ice Cream) Funnel Cake/ Donuts

- 2. American Concession Stand**

- Hamburger/ Hot Dogs/ Fries/ Bloomin Onion/ Steak & Cheese/ Chicken Tenders/ Corn Dog/ Sausage/ Chicken Sandwich

- 3. Sticky Fingers**

- BBQ/ Ribs/ Turkey Legs/ Wings/ Meat-on-a-stick

- 4. Thirst Quenchers**

- Fruit Drinks/ Teas/ Lemonade/ Orangeade/ Sodas

- 5. Chilled Treats**

- Shaved Ice/ Hand scooped or Soft Serve Ice cream/ Smoothies/ Soda Floats

- 6. Sweet N Salty**

- Popcorn/ Kettle Corn/ Pork Skins/ Roasted Nuts/Corn

- 7. Goody Bags**

- Pre-cooked/Pre-packaged Treats/ Candied Apples/ Cotton Candy/ Brownies/ Pies

- 8. Cultural Cuisine**

- Tacos/ Tamales/ Empanadas/ Egg Rolls/ Gyros

- ❖ Food booth size options are as follows:

(10 x 10) \$300	(10 x 50) \$700
(10 x 20) \$400	(10 x 60) \$800
(10 x 30) \$500	(10 x 70) \$900
(10 x 40) \$600	(10 x 80) \$1000

Asheboro Fall Festival

- **Hand Crafted Arts & Goods : Applications opening in May; closing in July**

- Individuals may apply to exhibit and sale their handmade items in one of the categories listed below in numbers 1-9. Applicants will be required to submit 3 photos reflective of their genre of work in the category of their choice.

1. **Wood working**
2. **Ceramics**
3. **Painting/Drawing**
4. **Photography**
5. **Crochet/ Weaving**
6. **Glasswork**
7. **Jewelry**
8. **Clothing/ Boutique/ Bath & Body**
9. **Specialty Craft**

- Metal / Recycled/Repurposed/ Nature Experiential/ Animal Care/ Yard Art/ Christmas Themed/ Books/ Wreaths

- **Advertising : Applications opening in June; closing in July**

- Local businesses that are not established within the Festival Footprint can apply as a Commercial vendor for a standard booth space within the arranged sequence order of **Handcrafted Arts and Goods** booths.

10. Commercial

- Samples, coupons and flyers may be handed out for advertising purposes and to gather contact information from prospective customers.
- No retail/ commercial products may be sold.

- ❖ The following diagram reflects the sequence of booths that will be repeated throughout the Fall Festival footprint:

Woodworking	Ceramics	Painting/Drawing	Photography	Specialty Craft
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Fayetteville Street

Crochet/Weaving	Glasswork	Jewelry	Clothing/Boutique Bath & Body	Commercial Advertising
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- ❖ Standard booth size options for Arts & Goods & Advertising booths are as follows:

(10 x 10) \$150
(10 x 20) \$250

Asheboro Fall Festival

- **Corporate Partners & Event Sponsors**

- Regional and local businesses and organizations may support Randolph Arts Guild by monetary contributions in exchange for advertising.
- Different levels of sponsorship and reflecting benefits will be available.
- All sponsors will be located in the center of the Fall Festival Footprint and given a 10 x 20 booth space.

- ❖ More partner and sponsorship information TBA.
- ❖ Contact Reggie Scott @ rscott@randolphartsguild.com

- **Downtown Business : Registrations opening in June; closing in July**

- Established downtown businesses that are located within the Fall Festival Footprint can reserve an advertising booth space as a sampling station and exhibit of products sold in their store.
- No retail/ commercial merchandise can be sold at booth.

- ❖ Booth size for Downtown Businesses:
(10 x 10) \$100

- **Informational : Registrations opening in June; closing in July**

- Local nonprofit/ charitable organizations will be given an opportunity to register for a booth space in an "Information Square," located in Bicentennial Park.
- Booth serves to bring awareness to a particular cause and/or organization by word of mouth, the distribution of written material and branded item give away items and collecting contact information from prospective supporters.
- No merchandise may be sold.

- ❖ Booth size for Information Square:

(10 x 10) \$75