



2023 VENDOR PACKET

Welcome Letter

WHAT: 7th Annual Gray Wild Blueberry Festival - *Celebrating Community & Culture!*

WHEN: Saturday, August 12, 2023 "Rain or Shine"
9:00 AM to 3:00 PM

WHERE: Henry Pennell Municipal Complex
24 Main Street, Gray, ME 04039

VENDOR PACKET includes two parts:

- **Rules and Frequently Asked Questions (FAQs) for all Vendors & Groups** (pages i-iii)
To be read **BEFORE completing your application**. We also ask that you share our 2023 **parking, set-up, day of, safety, and take-down instructions** with all the volunteers/employees working in your booth so that the weekend flows more smoothly. You can always email us with any questions or suggestions to **blueberryfestival@graymaine.org**
- **2023 Vendor Application** (pages 1-3)
The application form can also be found on the Gray Wild Blueberry Festival Committee page on the Town of Gray website **<https://www.graymaine.org/blueberry-festival>** or by emailing the Festival at **blueberryfestival@graymaine.org**

For new applicants, please know that submitting a vendor application does not automatically guarantee a booth; we will confirm either way by email.

2023 Vendor/Booth Coordinator: Lisa Lehne-Gilmore; **Food Court Contact:** Lacy Antonson, Committee Chair.
We encourage you to check both your Inbox and your junk mail for our Festival emails from us.

Questions? Comments?

Email us at **blueberryfestival@graymaine.org**

Direct Message us from our Facebook page: **<https://Facebook.com/GrayWildBlueberryFestival/>**

Or call Gray Town Hall **(207) 657-3339** and leave a message for Mo Russo, our 2023 Staff Liaison

Be sure to visit our Gray Wild Blueberry Festival website **www.wildblueberries.me/grayfestival/**

Thank you for your interest in being part of our 7th annual Wild Blueberry Festival!



Rules and FAQs - For all 2023 Vendors & Booths (page i)

1. When is the application due?

RETURNING APPLICANTS: Please submit your **completed applications, with your payment, by Friday, May 5, 2023.** *Within 2-weeks of receiving your application, you will be emailed a confirmation of receipt. For returning vendors, a \$15 late fee applied if payment not received by Friday, June 2, 2023.*

NEW APPLICANTS: Please submit your **completed applications, without payment, by Friday, June 2, 2023.** The Festival Committee will review all new applicant applications and email you by Friday, June 9, 2023. For new vendors, if your application is approved, payment is due by Friday, **June 30, 2023, to avoid a \$15 late fee.**

2. What are booth fees for the 2023 Gray Wild Blueberry Festival? *See also fee for table/chair rental.*

- Booth Fee (vendor products/services) \$50
- Food Trucks (for profit) \$100
- Town Committees (<https://www.graymaine.org/boards> (and committees) \$0
- ALL other Nonprofit / school groups (info/activity/sales) \$20
- Sponsors with a booth: As a token of our gratitude, Sponsors receive a complimentary booth or a reduced booth fee, based by their level of Sponsorship.

*The Gray Wild Blueberry Festival Committee will pull the winner of the **FREE 2023 Booth** and announce the winner on Facebook and email the winner on March 15, 2023.*

*To enter our drawing for **FREE 2024 Booth**, this fall, email us photo(s) of your 2023 Gray Wild Blueberry Festival booth.*

3. Is this a juried craft/artisan event?

Our Festival has evolved into a *Made in Maine* for artisans and crafters, rather than mass produced items commonly sold in stores/on-line. New Applicants need to email photos of their product/crafts/artwork for sale to **blueberryfestival@graymaine.org**. We try our best to limit similar arts & crafts to no more than two vendors.

4. How many people attend Gray's Wild Blueberry Festival each year?

- This year, we anticipate 3,000+ people (returning festival goers and new attendees). Folks mainly come from southern Maine, as well as many summer tourists/campers. For the last three years, we averaged ~2,500 guests plus there are ~150 workers/volunteers who also enjoy eating from the Food Court and shopping.
- Foot traffic for booth in the ball fields typically picks up by 9:30 am, 30 min. after the Festival opens at 9:00 am.
- Food Trucks need to prepare for a larger crowd than 2022. We are also adding 2 or 3 new food trucks to accommodate the demand (which can fluctuate each year, based on the weather).

5. Are there any restrictions on what we can sell or give-out?

- Town of Gray does not allow alcohol, cigarettes, cigars, vaping, or cannabis products to be served, sold, or consumed on Town premises. No weapons are allowed on the property.
- **Only the Food Court may sell bottled water**, and they may charge no more than \$1/bottle of water.
- Vendors/booths may not have or give out balloons, whistles, noise makers, food/treats, bottles of water.
- If your booth sells, e.g. bottled sauces, honey, or jam, please let us know if you are thinking about giving out small samples. Typically, only the Food Court may give out food samples; our one exception has been UME - Cooperative Extension.
- Food vendors are **required to provide at least one WILD BLUEBERRY offering.** Our guests are looking to pay good money for **WILD BLUEBERRIES** and **WILD BLUEBERRY products.** Let's not disappoint them!

page i

Thank you for your interest in being part of our 7th annual Wild Blueberry Festival!



Rules and FAQs - For all 2023 Vendors & Booths (page ii)

6. What do I need to include in my application?

If applicable, vendors must provide their State Licensure Number and Certificates of Insurance that are normal and routine for their business. Crafters/vendors are expected to submit sales tax to the State of Maine for products sold. For questions about sales tax, email sales.tax@maine.gov

7. Where do I submit my 2023 Vendor Application?

The 3 page application and payment can be *snail mailed* to the Town of Gray, 24 Main Street, Gray, ME 04039 Attn: Claire Zimmerman, or *hand delivered* to Claire in the Planning Department at Town Hall. **Make your check payable to: Town of Gray.** *If using a personal check, include the name of your business & Blueberry Fest in the memo section.*

8. What are the Planning Dept hours if I want to drop off my application and payment?

Temporary Hours as of February 2023

Monday - Wednesday: 8:30 a.m. - 4:00 p.m.
Thursday: 11:00 a.m. - 6:30 p.m.
Friday: 8:30 a.m. - 12:00 p.m.

Call the Town Offices (207) 657-3339 for current office hours. Offices are closed major holidays and Election Day.

9. Are folding tables and/or folding chairs available to rent?

- The fee to rent an 8' white plastic table through us is \$10 and \$1 per chair; maximum 1 table and maximum 2 chairs. Include this additional fee with your application.
- All pre-paid/reserved tables will be labeled with your booth name. If we have enough early morning volunteers, we may have these placed at your booth location before you arrive.
- If you wait until the day of, we cannot guarantee there will be any extra tables available to rent from us.

10. How big is a standard booth?

- Except in the Food Court, standard booth space is 10' x 10' with extra space on 2 or 3 sides, depending on the **location chosen by the Committee**, and based on the final number of booths accepted for 2023.
- Vendors supply their own pop-up tent. It can get windy out in the fields and on the parking lot; bring tie-down ropes, corner stakes, sandbags, etc.

11. Are electrical hook-ups available?

- We have a limited number of electrical outlets, and these are **all allocated for the Food Court**; therefore, we cannot guarantee any additional electrical will be available. Therefore, we suggest you make alternative plans for what you sell at your booth and/or how you process electronic payments. All electrical cords must be grounded.

12. Where will my booth be located?

- Booth placements will be determined by Festival organizers and a preliminary map sent to all our 2023 vendors.
- Sponsor Booths are located on the blacktop near Town Hall, along with a handful of booths determined by the Festival Committee.



Rules and FAQs - For all 2023 Vendors & Booths (page iii)

13. What are the Set-up/Take-down Procedures for our booth/food truck?

For safety reasons:

- Please do not touch the orange cones on the blacktop = reserved space for food trucks, fire trucks, and Sponsors. Vendors/booths not located on the blacktop have the option of setting up their pop-up tent on Friday, August 11, 2023 between 6:00 pm and 8:00 pm and/or on Saturday, August 12, 2023 between 6:00 - 8:30 am.
- Booths located on the blacktop need to wait until Saturday morning and must be mindful of vendors dropping off their plastic bins, etc.
- **All vehicles - for both vendors & any helpers - must be unloaded and moved by 8:00 a.m. off the Town Hall parking lots and driven over to the open field across the street on Saturday, August 13, 2023.**
- The Festival Committee will ask the State Sheriff to drive through the Festival grounds periodically on Friday night. The Gray Wild Blueberry Festival opens to the public at 9:00 a.m.
- Since it can get windy out in the fields and on the parking lot...bring tie-down ropes, extra stakes, sandbags.
- Friday evening and Saturday morning, we will have a few Festival volunteers helping to direct you to your booth space and they will appreciate your patience.
- **All booths, food trucks, and pop-up tents must remain in-place Saturday until 3:00 p.m. Vehicles cannot leave/return/load at 24 Main St. until the Festival has closed to visitors (AFTER 3:00 p.m.).**
- If you sell out early, we're happy for you; however, you cannot take down your booth, including pop-up tent, early.
- **If the weather should change dramatically** for the worse on 8/12/23, the Gray Fire Rescue & the Festival Committee will announce that the event is closing down earlier than 3:00 pm. If on 8/11/23, the weather service should predict severe weather for Saturday morning/afternoon, we will post on Facebook either a later start time, an earlier end time, or if necessary, we will cancel the event all together.
- **For the Food court:** 1) **All extension cords must be grounded.**
2) If you use flames or combustibles, you **must** have an appropriate **fire extinguisher.**
- **In case of a life-threatening emergency, please call 911 and then contact the Festival organizers.**
- Vendors & groups are responsible for setting up and dismantling their own booths.
- Booths must be neat and attractive. Signage with easily visible pricing is appreciated by attendees.
- Volunteers will stop by your booth to see how you are doing, answer any questions, and collect any feedback.
- As part of the waiver on page 3 of the application form, the Gray Wild Blueberry Festival Committee and the Town of Gray are not liable for any damages to your booth set-up or your supplies the weekend of the Festival.
- At the end of the day, **take all your empty cardboard boxes and your booth's trash with you.** As this event grows each year, the end-of-day trash collection is a huge job for our volunteers.

14. Is there access to Wi-Fi so I can connect to Venmo, etc.? Using Square without Wi-Fi.

- Yes, you should have 1, 2, or 3 'cell phone signal bars' out in the Little League fields.
- "Offline payment processing lets you take card payments anywhere, anytime, even if there's no Wi-Fi. With Square's Offline Mode, you can take secure, offline credit card transactions that are automatically processed when you have connectivity again."

15. Where are the restrooms located?

Restrooms are located inside Town Hall, plus there are porta-potties on the black top.

16. What if there is an emergency on Saturday 8/12/2023?

The **Gray Fire Rescue & Safety Patrol** are located near the entrance to the Festival. **However, in case of a true emergency, anywhere-anytime during the Festival, CALL 911 & also alert the 'Festival Info Tent' also located on the blacktop.**

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We encourage you to check both your Inbox and your junk mail for our Festival emails from us.

2.28.22



Celebrating Community & Culture!

2023 Application for All Vendors & Groups

Please check one of the following: <input type="checkbox"/> Vendor, Returning <input type="checkbox"/> Vendor, New Applicant <input type="checkbox"/> Non-Profit or School Group <input type="checkbox"/> Food Court, new <input type="checkbox"/> Food Court, returning <input type="checkbox"/> a Town Committee (listed on the Town's website) <input type="checkbox"/> Sponsor with a booth	Include your Business or Group Name here:
Contact Person and Title	
Contact Email	
Contact Phone - Include a phone contact for the day-of-event. - We will send you our day-of-event contact person(s) phone #	
Business <u>Mailing Address:</u> Street, Town, State Zip Code	
Booth Type: __ Pre-approved FOOD COURT __ PRODUCT SALES __ INFORMATION __ CRAFT-ACTIVITY __ FUNDRAISER	
Food Court only: length x width of food truck or tent	
Please describe: products for sale, list of all menu items, information, craft(s), activities, and/or fundraiser.	
Food Court: __ yes __ no	least one WILD BLUEBERRY offering. *Wild Blueberry lemonade is sold exclusively to the G-NG 4H Club, as their fundraiser.
AFTER you have reviewed our 2023 FAQs, please list any questions or comments for our Festival Committee.	



Celebrating Community & Culture!

2023 Application for All Vendors & Groups

For All Returning Vendors: Payment due at time of application *For New Vendors: Payment due AFTER Committee approves/confirms	___ “Yes, I/we have read, understand and agree to abide by the 2023 Rules and FAQs.”	___ Vendor, not food \$50* ___ Food Court, \$100 ___ Nonprofit or School Group \$20 ___ Town of Gray Committee” \$0 ___ (Sponsor) with a booth ___ Include \$15 late fee, if applicable
If a New Applicant, photo(s) of products must be emailed to Blueberryfestival@graymaine.org	Photo(s) emailed? ___	___ We received a confirmation email. ___ We are waiting to get a confirmation email.
Folding chairs \$1 each (pre-register so that we order enough)	Yes ___ No ___	1 chair requested + \$1 Max. 2 chairs requested + \$2
Folding table rental \$10 (pre-register so that we order enough)	Yes ___ No ___	an 8’ foot plastic table + \$10
State License #, if required for your type of business.	Document included? ___	
Certificate of Insurance, if required for your type of business, e.g., Food Court	Document included? ___	
Electrical Hook-Up – for Food Court only. (Amps = Watts divided by Volts)	No. of Amps Needed _____ Approved by Committee _____	
We look forward to seeing you in August!	Make your check payable to Town of Gray Include Vendor Name & Wild Blueberry Fest in the memo.	TOTAL Due: \$ _____

Gray Wild Blueberry Festival Committee reserves the right to approve any products/items an applicant may wish to sell or dispense, as well as limit the number of vendors selling the same product/item.

DO NOT bring items to the Festival unless previously approved in writing (email) by the Gray Blueberry Festival.

By signing this application, I acknowledge the 2023 Gray Wild Blueberry Festival is subject to various weather conditions, as well as CDC, State and/or Federal safety and health mandates and regulations.

I understand if this event is canceled due to severe weather, there are no refund of booth fees except for Food Court.

Print Name & Title: _____

Signature: _____ **Date:** _____

2023 Vendor/Booth Coordinator: Lisa Lehne-Gilmore; **Food Court Contact:** Lacy Antonson, Committee Chair



2023 Application for All Vendors & Groups

WAIVER, RELEASE, INDEMNIFICATION OF ALL CLAIMS & COVENANT NOT TO SUE

I, (Name) _____ of (Vendor/Group Name) _____, hereby affirm that I understand there are hazards and risks inherent in participating in a festival event, and that I have been thoroughly informed of the policies of the event. By participating in the 2023 Gray Wild Blueberry Festival, I know that I am exposing myself to certain known and unknown liabilities in my direct and indirect actions with the public and invitees of this event. In addition to these inherent risks, my participation in the Festival includes the risk of exposure to communicable diseases, including but not limited to COVID-19. COVID-19 is extremely contagious and spreads through direct person-to-person contact. Federal and state authorities recommend social distancing as a means to prevent the spread of COVID-19, which may not be possible during my participation in the Festival. If contracted, COVID-19 can lead to severe illness, personal injury, permanent disability, and death. Participating in the Festival could increase my risk of contracting COVID-19. I understand and acknowledge that the Town of Gray in no way warrants that COVID-19 infection will not occur through my participation in the Festival.

After acknowledging these risks, I KNOWINGLY AND FREELY ASSUME ALL RISKS ASSOCIATED WITH MY PARTICIPATION IN THE 2023 Gray Wild Blueberry Festival. I, on behalf of myself, my heirs, successors, assigns, and personal representatives, HEREBY RELEASE AND HOLD HARMLESS the Gray Wild Blueberry Festival, and the Town of Gray, its employees, agents, officers, volunteers, and insurers, WITH RESPECT TO ANY AND ALL INJURY, ILLNESS, DISABILITY, DEATH, or loss or damage to person or property, WHETHER ARISING FROM THE NEGLIGENCE of the Gray Wild Blueberry Festival or the Town of Gray, which could arise out of the course of my participation in the 2023 Gray Wild Blueberry Festival. I, on behalf of myself, my heirs, successors, assigns, and personal representatives, further agree to INDEMNIFY AND HOLD HARMLESS the Gray Wild Blueberry Festival and the Town of Gray from any and all causes of action, claims, demands, damages, costs, expenses, losses or compensation of any nature whatsoever arising out of or in any way related to my participation in the 2023 Gray Wild Blueberry Festival.

I also give permission for photos of me and/or my booth to be used for promoting this annual Town festival.

I (Name of Person Signing) _____, further state that I am of lawful age and legally competent to sign this affirmation and release; that I have the right and/or responsibility to sign this affirmation and release on behalf of the applicant named herein; that I understand the terms herein are contractual and not a mere recital; and that I have signed this document of my own free will without any inducement.

I HAVE FULLY INFORMED MYSELF/OUR GROUP OF THE CONTENTS OF THIS AFFIRMATION
AND RELEASE BY READING IT BEFORE I SIGN IT.

Print Name: _____

Company/Group Name: _____

*****ALL participating members of your booth/group/band must sign this form, not just the owner or club leader.*****

Signature(s): _____

Date Submitted: _____

Cell Phone: _____ Email: _____