



January 11, 2017

Dear Food Enthusiast,

Western Carolina University's 43rd annual *Mountain Heritage Day* will be held on **Saturday, September 30, 2017 from 10am – 5pm!**

Mountain Heritage Day is a one-day, free outdoor festival where 12,000+ visitors enjoy multiple stages of live entertainment, over 130 juried arts and crafts booths, unique food, and tons of family-friendly activities celebrating Appalachian mountain culture.

Now is the time to apply to be a **FOOD VENDOR**. To maintain a quality show, we screen all food vendors, regardless of previous participation. Photos are required with your application. There are a limited number of food vendor spaces available; they are assigned on a first-approved/first-paid basis, so please apply early.

We invite you to apply for consideration in this vibrant festival in the mountains of Western North Carolina. Please review the enclosed application package and submit by April 28, 2017. If you have any questions regarding the festival, please contact me. Thank you for your interest and cooperation; I look forward to receiving your application!

Best wishes,

Stacy MacGregor
Director of Special Events
Western Carolina University
530 H.F. Robinson Building
Cullowhee, NC 28723
p. 828.227.3039
e. <mailto:samacgregor@wcu.edu>

Follow us on

Facebook www.facebook.com/MountainHeritageDay
or visit www.mountainheritageday.org for event updates!



FOOD VENDOR GUIDELINES

*- Read carefully before applying -
Save these pages for your records*

Festival Date: Saturday, September 30, 2017

Hours of Operation: 10 AM – 5 PM

Location: Western Carolina University Campus

Cullowhee, NC 28723

Mountain Heritage Day is an outdoor festival and is held *rain or shine*.

Application Deadline: **April 28, 2017**

Application Instructions: Incomplete applications will not be considered, regardless of past involvement. All applications must include the following:

- Three HIGH quality images: Two of food products and one of booth display are required. You may mail photos with your application, or email jpg photos.
- Signed and completed application form
- Non-refundable \$20 application fee (check or money order) made out to: **Mountain Heritage Day**

Mail Application, Photos and Payments to:

Director of Special Events
Western Carolina University
530 HF Robinson Building
1 University Way
Cullowhee, NC 28723

Digital applications may be submitted via email to MHD@wcu.edu, but will not be accepted until the application fee is received. If you are accepted, digital photos help us promote you on Facebook and the MHDay website.

Selection Criteria:

- Photo review – send your best and most current photos– they are an important factor in your acceptance.
- Menu quality, uniqueness, price, and presentation
- Category, e.g., Barbeque, Cherokee Frybread, German, Mexican, etc – please describe food items carefully on your application. MHDay needs a balance of food varieties.
- Traditional, home-cooked style food - **made by You!**
- Selection decisions are final and will not be reconsidered.



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Application & Booth Fees

- Non-Refundable Application Fee (received/postmarked by April 28, 2017) \$ 20
- Non-Refundable Application Fee (received/postmarked after April 28, 2017) \$ 40
- 20' x 20' Booth Fee (due only upon acceptance) \$180
- Non Profit/University Group 20' x 20' Booth Fee (due upon acceptance) \$130

Guidelines:

All vendors and their associates are responsible for following the guidelines. If you fail to comply with the guidelines you may be asked to leave the festival, without refund.

- Booth spaces are 20'X20'. Location assignment is determined by the MHDay Committee *after* all fees are paid and the Insurance Liability Rider is received.
- The Food Vendor accepted for participation (who signed the application) must be in attendance during MHDay.
- Vendors must supply their own tent, trailer, tables, chairs, and display materials. Electricity is NOT available.
- Sales are limited to the food products photographed/listed/sized/priced in your application, thus approved. Failure to adhere to this policy will result in dismissal from the festival without refund.
- NO bottled beverages may be served. Mountain Heritage Day sells bottled water as a fundraiser.
- A creative approach to your food style is encouraged. Prefab, pre-packaged, store-made foods are not acceptable.
- Compostable and recyclable serving materials are required. Do not use polystyrene foam (styrofoam) cups and service ware. WCU and MHDay are committed to greening our community and preserving our heritage.
- A Jackson County Health Department temporary permit and inspection is required to operate during the festival. Once you are accepted, you must contact the Jackson County Health Department, 828-586-8994 to obtain a permit. The permit is to be paid to the Health Department prior to MHDay and is solely determined by the Jackson County Health Department. MHDay receives no portion of this fee.
- Once you are accepted, you must provide a copy of your Insurance Liability Rider naming Mountain Heritage Day & Western Carolina University as additionally insured for \$1,000,000. You may submit by mail or email, see page 1 of these guidelines for addresses. Submit this at the same time as your booth fee.
- No raffles and/or auctions
- Loud generators or sound systems are not allowed.
- No selling or solicitation outside of assigned booth space.
- No pets except service animals
- Vendors must stay open to the public until 5pm. No vehicles will be allowed onto the grounds until 5:30pm or festival management deems it safe
- The festival is held outdoors, rain or shine. There are no refunds due to weather.
- A \$30 transaction fee will be charged for any check returned for non-sufficient funds (NSF); application may be disqualified at the discretion of the MHDay Committee.
- Cancellations in writing by August 31, 2017 will receive a 50% refund.
- Your signature on the Application Form constitutes an agreement to be bound by the stated policies
- WCU/Mountain Heritage Day is required by state law to collect your sales tax number. Please visit www.dor.state.nc.us. Vendors are responsible for collecting and reporting appropriate sales tax to:
Sales & Use Tax Division/NC Department of Revenue
PO Box 25000, Raleigh, NC 27640



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IMPORTANT DATES

April 28, 2017

Application deadline - with three photos and \$20 application fee.

Later applications may be considered at the discretion of the Director of Special Events, with a \$40 application fee.
The application fee is not refundable.

May & June 2017

Selection; notification of acceptance/rejection mailed. No notifications will be made over the phone.
Once accepted, Food Vendor must call Jackson County Health Department @ 828-586-8994 for permit.
For those accepted, booth fee Invoice will be mailed.

July 31, 2017

Booth fee of \$180 & Insurance Liability Rider due.

No booth assignment is made until the booth fee and Insurance Liability Rider are received.

August 31, 2017

Deadline for written cancellation with 50% refund of booth fee.

Mid-September 2017

Parking pass, map and booth assignment mailed.

Friday, September 29, 2017

Set-up begins at 2pm.

Jackson County Health Department Inspections

Saturday, September 30, 2017

Set-up concluded by 9am – Jackson County Health Department Inspections

Mountain Heritage Day!

10am - 5pm

MOUNTAIN HERITAGE DAY 9/30/17
FOOD VENDOR APPLICATION - PAGE 1

- Please keep a copy of this two-page application for your records -

Business Name: _____

(As you would like to appear on MHDAY's marketing material)

Your State Sales Tax Number: _____ **(required).** Usually 9 digits; North Carolina's all start with 60. Please do not give us your Federal Employer Identification Number (EIN).

Contact Name: _____ Phone: _____

Address: _____ Cell: _____

City: _____ State: _____ Zip: _____

Email Address: _____ Website: _____

If you have a Facebook page, list its name: _____

Have you had a booth at MHDAY before? Yes No

If no, how did you hear about MHDAY? _____

Please list three shows/festivals you have participated in during the past two years:

1) _____ 2) _____ 3) _____

Menu Items - describe food and beverage products and prices. You may not sell any items not listed here:

Food & Beverage Items	Serving Size	Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

NOTE: If there are duplications in applicant menu items, we will call to discuss your menu.

What type of set-up will you bring? Circle or highlight all that apply.

Tent/Size: _____ Truck/Size: _____ Trailer/Size: _____ Other/Size: _____

MOUNTAIN HERITAGE DAY 9/30/17
FOOD VENDOR APPLICATION - PAGE 2

- Please keep a copy of this two-page application for your records -

CHECKLIST:

- ___ Signed and completed application
- ___ Three (3) *best* quality, *recent* photos (two of your food products and one of your booth display)
- ___ \$20 Application Fee (\$40 *after* 4/28/2017). Non-refundable.
- ___ *Optional-* if mailing your application: Self-addressed, stamped envelope with sufficient postage to return your mailed photos. If you choose not to provide an envelope, your photos will not be returned.

I acknowledge that, if accepted:

- I will comply with all the Mountain Heritage Day 2017 guidelines outlined in this six-page application package.
- My application is invalid if all necessary forms & photos are not submitted in full and applicable fees are not paid by deadlines.
- All decisions of the MHDday committee & staff are final, made in keeping with the overall objectives of the festival.
- My signed application constitutes a contract to follow all the rules & guidelines set forth within this document and is a commitment to participate, if accepted.
- It is my responsibility to pay all sales taxes to the State of North Carolina.
- Western Carolina University is responsible for making final decisions in regards to Mountain Heritage Day & I agree to abide by its decisions.
- I release Western Carolina University, its MHDday Committee, staff & volunteers from any responsibility for damage, loss, theft or injury.
- Violation of rules & guidelines prior to or during the festival will result in loss of booth space, without refund.
- By signing this form, I am responsible for my associates that may assist me at the festival. *(2017 Edition)*

X _____
Signature

X _____
Date

Business Name: _____
(As you submitted on Page 1 of this application)