



January 11, 2017

Dear Artist,

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.

Mountain Heritage Day is a wonderful opportunity to promote your **NON PROFIT ORGANIZATION** and message to the Western North Carolina community. If you decide to participate, carefully review the enclosed guidelines and complete the registration form. Application and booth fees are due by **September 1, 2017**. There are a limited number of non-profit organization booth spaces available; they are assigned on a first-come/first-serve basis, regardless of past involvement. *Please discuss this opportunity with your organization as soon as possible and apply early.*

If you have any questions regarding the festival, please contact me. Thank you for your interest and cooperation; I look forward to receiving your non-profit organization's 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. samacgregor@wcu.edu

Follow us on

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



NON PROFIT ORGANIZATION 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: **September 1, 2017**

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

- Signed and completed application form
- Non-refundable \$35 booth fee (check or money order) made out to: **Mountain Heritage Day**

Mail Application and Payment 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.

IMPORTANT DATES

September 1, 2017

Application and \$35 booth fee deadline. Non-refundable.

Mid-September 2017

Parking pass, map and booth assignment mailed.

Friday, September 29, 2017

Set-up begins after 2pm

Saturday, September 30, 2017

Set-up concluded by 9am

Mountain Heritage Day!

10am – 5pm



NON PROFIT ORGANIZATION GUIDELINES

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Application & Booth Fees

- Non-Refundable 15' x 15' Booth Fee (received/postmarked by September 1, 2017) **\$ 35**
- Double space (two booths, very limited availability– must apply by deadline) **\$ 70**

Guidelines:

Your organization and its associates are responsible for following the guidelines. If you fail to comply with the guidelines your organization may be asked to leave the festival, without refund.

- Booth spaces are 15'X15'. Location assignment is determined by the MHDay Committee *after* the fee is paid.
- Your organization must supply its own tent, tables, chairs, and display materials. Electricity is NOT available.
- On your application, give a detailed description of the information and/or services you will be providing/doing at your booth, including any items/merchandise you will be selling and/or giving away. You are allowed to sell your fundraising souvenirs, merchandise, memberships, etc. Sales are limited to the items described in your application, thus approved by the MHDay Committee. Failure to adhere to this policy will result in dismissal from the festival without refund.
- You may share your booth space with another group/organization, as long as it has also applied and is approved.
- No food or drink may be sold or given away.
- No demonstration, selling, or promotion of arts and crafts – MHDay is a juried arts and crafts festival.
- No generators or loud sound systems are allowed
- No selling or solicitation outside of assigned booth space
- No pets except service animals
- Your booth 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.
- Your signature on the Application Form constitutes an agreement for your organization to be bound by the stated policies – this applies to all of your organization's associates present at MHDay.
- Near-by parking is limited. Your organization will receive two parking passes only – for your set-up crew. Encourage your associates to arrive early for their assigned shift and utilize WCU's Cat-Tran from their parking spot to the festival field. Your take-down crew can drive onto the field to load at 5:30pm; a parking pass is not necessary.

MOUNTAIN HERITAGE DAY 9/30/17
NON PROFIT ORGANIZATION APPLICATION

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

Organization Name: _____

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

Contact Name: _____ Phone: _____

Address: _____ Cell: _____

City: _____ State: _____ Zip: _____

Email Address: _____ Website: _____

Have you had a booth at MHDDay before? Yes No

If no, how did you hear about MHDDay? _____

Booth Requested:

15' X 15' Space (\$35 enclosed) **15' X 30' Space** (\$70 enclosed – if postmarked by 9/1/17)

Below, please describe the information and/or services that your organization will be providing or what you plan to do in your booth space, e.g. what you will be selling, distributing, speaking about, etc:

On behalf of my non-profit organization, I acknowledge that, if accepted:

- This signed application constitutes a contract to follow all the rules & guidelines set forth within this document and is a commitment to participate, if accepted.
- This application is invalid if not submitted/fee paid by 9/1/17.
- All decisions of the MHDDay committee & staff are final, made in keeping with the overall objectives of the festival.
- Western Carolina University is responsible for making final decisions in regards to MHDDay; this organization agrees to abide by its decisions.
- This organization releases 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 sharing MHDDay Guidelines with my organization's associates that will assist at the festival. *(2017 Edition)*

X _____
Signature

X _____
Date