



Dear Exhibitor,

We would like to invite you to the annual Down to Earth Festival at Shelby Farms Park on **Saturday, April 1, 2017**. The Down to Earth Festival is in its 10th year and is the Mid-South's most anticipated Earth Day Celebration. The Down to Earth Festival is a one-day outdoor festival featuring environmental education-based activities, family fun and entertainment. The festival will offer authentic environmental themed arts, children's eco-art crafts, high adventure activities, live music and entertainment, a wide variety of food and beverages, park tours and much more. NEW THIS YEAR, Down to Earth Festival returns to the newly opened Heart of the Park development for incredible views of the 80 acre, Hyde Lake.

Please review the Information for this event below, then complete and return the attached contract to participate as an **Exhibitor**.

Please read the information below carefully and submit application and payment **by Friday, March 24, 2017**.

General Information:

The **Down to Earth Festival** is a one-day outdoor event featuring food, arts and crafts, eco education, entertainment and fun for the family! Over 10,000 people are anticipated to attend 2017 Down to Earth Festival. The festival offers a variety of food and beverages. More information is available on our website: www.shelbyfarmspark.org

The Down to Earth Festival is **FREE** to the public - only a \$5 parking fee per vehicle. The festival will take place **Saturday, April 1, 2017 from 10 AM – 5 PM**.

THIS IS AN OUTDOOR FESTIVAL AND WILL TAKE PLACE RAIN OR SHINE! Exhibitor fee is non-refundable. Event Rules + Exhibitor Responsibilities will be provided once a contract has been submitted and accepted.

Booth Space and Fees: Booth space includes: (1) One 10x10 space:

****Vendors will be required to bring own tent, tables/chairs and signage as needed****

Businesses	\$100
Eco-Artists and Handmade Crafters	\$75
Student Artists (Currently Enrolled)	\$50
501(c)3 Organizations and Farmers	\$50
Eco-Cars + Local Dealerships	\$250

****This is a GREEN event, so no electricity provided and NO GENERATORS allowed****

I hope you will join the celebration for National Earth Day by participating in the 10th annual *Down to Earth Festival at Shelby Farms Park!* Please let me know if you have questions or need further information: nwilson@shelbyfarmspark.org or **(901) 222-7267**.

Many thanks!

Natalie M. Wilson
Senior Manager of Events and Programs



EXHIBITOR CONTRACT

The Down to Earth Festival is not only a fun celebration but is a fundraiser for the beautification of the 4,500 acres of Shelby Farms Park.

Contract Deadline: March 24, 2017.

Contract Process:

Exhibitors and Vendors who have not participated in The **Down to Earth Festival** before must **submit a contract describing the products and/or services that they intend to display and/or sell** during the event.

Please check the appropriate box:

Exhibitor A (**Displaying**/Representing Only) Exhibitor B (**Selling** Merchandise or Products)
Exhibitors retain all revenue from their sales at this event.

Explanation of Products or Services: Explain in detail what product will be sold/displayed during the event as well as set-up requirements (submit pictures as needed).

Billing Name _____

Organization / Business Name _____

Address _____

City, State, Zip Code _____

Phone (Day) _____ (Night) _____ Cell (Required) _____

Email _____ Web Site _____

Rules of the Show: Ready Made Arts and Crafts vendors are required to showcase art that demonstrates a relationship with nature, informs about nature and its processes, educates about environmental problems, and/or utilizes reclaimed, recycled, or natural materials, and above all honors nature in aesthetic ways. **Set-up and Breakdown Hours:** Set-up is from **12-4pm on Friday, March 31st (overnight security will be provided) and 6:30 AM until 9:30 AM on Saturday, April 1 - NO EXCEPTIONS!** Tear down is **after 5 PM until 7 PM post-festival on Saturday, April 1, 2017.** Please ensure that you leave your space clean and all garbage is removed from your area. In the event the celebration is in progress and weather becomes an issue, you may pack up, cover or secure your booth; however, you will not be allowed to bring your car onto the grounds or leave until all patrons have left the area and the parking supervisor has cleared the area for vehicles.

Booth Space and Fees

Please check the appropriate box.

- | | |
|--|--|
| Business | <input type="checkbox"/> \$100 |
| Eco-Artist or Handmade Crafter | <input type="checkbox"/> \$75 |
| Student Artists (Currently Enrolled) | <input type="checkbox"/> \$50 |
| 501© 3 Organization or Farmer | <input type="checkbox"/> \$50 |
| Eco-Car or Local Dealership | <input type="checkbox"/> \$250 per Eco-Car |
| * Dealers, please indicate number of vehicles: _____ | |

AND

Late Contract + Payment Fee (if applicable) **\$15.00**

TOTAL AMOUNT DUE \$ _____

Select form of Payment

- Check** (payable to SFPC, Down to Earth Festival)
- Credit Card*** # _____ Exp. Date _____ Code _____

*We do not accept American Express

If you have any questions, contact Natalie Wilson at nwilson@shelbyfarmspark.org.

DEADLINE FOR CONTRACT AND PAYMENT – March 25, 2016.

*** Contracts and/or payments received after March 24th will be charged a \$15.00 late fee.**

Please return completed vendor contracts to:

Shelby Farms Park Conservancy
Attn: Natalie Wilson/Down to Earth Festival

Mail: 6903 Great View Drive North
Memphis, TN 38134

Email: nwilson@shelbyfarmspark.org