

Vendor Guidelines for the Swansboro Mullet Festival

PLEASE TAKE THE TIME TO READ THROUGH ALL OF THE GUIDELINES BELOW.

NOTE: This document contains information specifically for Food vendors. Complete Vendor Guidelines can be found on the accompanying document on our website.

DEFINITION OF VENDOR TYPES

- **Arts & Crafts vendor:** Any vendor who **creates, makes, or produces their own items** for sale and is not a brick and mortar business.
- **Home business vendor:** Any vendor selling items for home business such as Tupperware, Scentsy, Mary Kay, Origami Owl, and Lularoe and is not a brick and mortar business.
- **Commercial vendor:** Includes but is not limited to the following: financial services, telecommunications, health and fitness, instruction, subscriptions, real estate, residential/commercial services, retail and chain stores, wineries, mass-produced items.
- **Non-profit vendor:** Organizations with an IRS 501c3 exempt status and are required to submit a copy of the IRS determination letter. Non-profit vendors cannot sell food. If selling food, they must submit a food vendor application.

BOOTH FEES

VENDOR TYPE	SINGLE BOOTH RATE	DOUBLE BOOTH RATE
Arts and Crafts Vendor	\$160 (10x10 booth)	\$320 (20x10 booth)
Home Business Vendor	\$160 (10x10 booth)	\$320 (20x10 booth)
Commercial Vendor	\$210 (10x10 booth)	\$420 (20x10 booth)
Non-profit Vendor 501c3	\$125 (10x10 booth)	\$250 (20x10 booth)
Limited Food Vendor	\$210 (10x10 booth)	\$420 (20x10 booth)
Food Vendor	\$400 (10x10 booth); \$40 for each additional foot	\$800 (20x10 booth); \$40 for each additional foot

APPLICATION & BOOTH REQUESTS

- The Mullet Festival is a very popular festival. While we will do our best to place you in a requested booth space, please remember that the central area of the festival has likely been booked since the previous festival.
- New vendors are placed in the best available space at the time of the application. The earlier you apply, the more likely you will get your desired booth location.
- All festival areas have something to draw visitors: kids activity area, parade ending, food courts, etc.
- Spaces are 10 feet across and 10 feet deep.
- **To guarantee a particular space**, returning vendors must apply and pay before the end of the current festival.
- All new applicants are required to send photographs of their goods and booth at a similar event. Photographs can simply be printed on computer paper.
- **Applications must be submitted with photographs, all other required documentation, AND payment in order to be considered.** Photographs will not be returned.
- For the benefit of our participants and attendees, we will make every effort to limit excessive duplication of items offered for sale; however, we do not guarantee exclusivity.
- Certain items are expressly limited; only ONE of the following vendors will be accepted to the Mullet Festival: Origami Owls, Scentsy, Tupperware, Lularoe, Mary Kay, Ryoubalance, Paparazzi, Pampered Chef, Thirty One Gifts. The Parks and Recreation Department of the Town of Swansboro reserves the right to reject ANY application due to duplication.
- The Parks and Recreation Department of the Town of Swansboro reserves the discretion to not allow items to be sold which are different than what was listed on the original application.
- The Parks and Recreation Department of the Town of Swansboro considers the freshness of the product to the area and times, the quality of the work, as well as the creativity and originality of the work when reviewing applications.
- Prepackaged foods that include, but are not limited to, bottled sauces, canned jams, jellies, condiments, candies,

- and/or prepared baked goods must be prepared in a licensed kitchen.
- Items mass-produced, imported, machine-made, commercial items embellished by the applicant for resale, CDs, food stuff, t-shirts require a commercial applicaion. The Parks and Recreation Department of the Town of Swansboro has final say if items submitted qualify for Arts & Crafts or Commercial category.
- Non-profit applicants must have IRS tax exempt status and provide documentation.
- Forbidden items for sale: Animals, firearms, wooden rubber band guns, air guns, pellet guns, crossbows, brass knuckles, tazers, throwing stars, stolen merchandise, designer knock-offs, swap meet items, items with lewd or vulgar content, drugs or drug paraphernalia, ammunition, etc.
- The Parks and Recreation Department of the Town of Swansboro reserves the right to refuse booth space to inappropriate or controversial organizations or vendors, and to remove any participant any time before or during the event in cases where: the participant is guilty of improper conduct, merchandise or display items are improper for family viewing, a participant hinders or encumbers another display or another participant's ability to properly exhibit.
- Participants are strictly prohibited from allowing any other vendors to sell or promote goods/services from their assigned space.
- No items featuring the festival logo are permitted.
- The Parks and Recreation Department of the Town of Swansboro has final approval of ALL items to be sold.
- Emailed applications are permitted if paying with credit card. All applications must include all documentation, signatures, and payment.
- All vendors are required to have a North Carolina Sales Tax ID number. If you do not already have one, you can obtain one by completing the NC-BR form at <http://www.dornrc.com> or by calling the NC Department of Revenue at 877-252-3052.
- Non-fodd vendors are recommended to provide evidence of a COI (Certificate of Insurance) covering the dates of the event with a minimum coverage of \$500,000 and naming the Town of Swansboro as an Additional Insured.
- Any vendor sampling or selling food or alcohol is **REQUIRED** to have a COI covering \$1,000,000 liability and naming the Town of Swansboro, 601 W. Corbett Ave, Swansboro, NC 28584, as an Additional Insured.
- Application must have signature agreeing to the liability/hold harmless statement and agreement.
- Your check will be deposited upon processing and approval of your application.
- Vendors will be charged a \$30.00 processing fee for checks returned for insufficient funds.

VENDOR REQUIREMENTS

- Each participant is responsible for their own insurance, licenses, and permits.
- Sales tax collection and payment to the State of North Carolina is the responsibility of the participant.
- Food vendors are required to complete a health department application which needs to be received by the health department **no later than one month prior to the festival**. The Onslow County Health Department will inspect on Saturday morning.
- All vendors should have prices clearly marked.
- Tents must comply with all NC Fire Code and are subject to inspection by the area Fire Chief or Fire Marshal.

CANCELLATIONS

- The Town of Swansboro reserves the right to remove any participant at any time during the event due to violation of festival guidelines and rules.
- There will be NO refunds once you have been accepted as a participant even in the event of inclement weather, catastrophic event, war, government action, strikes, or other matters beyond the control of the Town of Swansboro.

ELECTRICITY

- You cannot direct wire into electrical boxes.
- Whisper-soft generators can be used outside of the Food area. Generators that make noise may be shut down by discretion of the Town of Swansboro without refund.

SAFETY

- First and foremost: Safety is everyone's responsibility. If you see anything that could or might be a safety hazard, notify the Festival staff immediately.
- Electrical – do not direct wire into electrical panels; this is illegal and when found, it will be disconnected, and you will not be allowed to hook up to power. You may also be subject to fines and/or arrest.
- Littering – vendors are responsible for removing their own garbage including boxes and packaging.
- Dumping – do not dump vegetable oil or grease onto the ground. This is illegal and you may be subject to fines and/or arrest.

- Hand sanitation – hand-washing stations are provided next to the portable toilets.
- Pets – Do not bring your pets. Pets are not allowed in the festival area or in your vehicles.
- Vehicles – Absolutely NO vehicles will be allowed to be driven on, off, or through the festival area during festival hours.
- Follow all current COVID guidelines regarding social distancing, masking, etc.

HOLD HARMLESS STATEMENT AND AGREEMENT

Submission of application indicates that participant hereby indemnifies and shall defend and hold harmless the Town of Swansboro, their employees, and their volunteers from and against all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, monetary loss, interest, attorney's fees, costs and expenses of whatsoever kind or nature arising out of the participant's participation in the Festival, including those arising from damage to property or injury to or death of participant, its customers, volunteers, employees, or subcontractors, whether arising before, during, or after the Festival and in any manner directly or indirectly caused, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence of participant or its customers, volunteers, employees, agents or subcontractors.

Further, that the participant releases the Town of Swansboro from any and all liability for loss or damage to property and merchandise used or sold by the participant in the operation of the booth due to theft, fire, storm, flood, and damages through any force of nature or otherwise.

The participant grants the Town of Swansboro permission to use any photographs, motion pictures, videos, recordings or any other record of participation in the Festival.

CHECK-IN AND SETUP

- Vendor check-in will begin on Saturday at 5:30am. Food vendors with trailers will be placed on Friday night at 11PM.
- Any vendor arriving after 8:00 AM will be required to handtruck their items to their space.
- Check In WITH YOUR VEHICLE/EQUIPMENT/TRAILER at First Citizens Bank on 302 Main Street, Swansboro
- **PLEASE ONLY ENTER to Main Street from Highway 24.**
- This is to be the **ONLY** entry into the vendor area by vendors.
- Your booth space will be verified at check in. ALL VENDORS MUST FOLLOW CHECK IN PROCEDURE.
- DO NOT GO TO YOUR BOOTH SPACE EVEN IF YOU ALREADY KNOW YOUR SPACE NUMBER *** (due to unforeseen reasons, we might have had to adjust your booth space)
- **Only (1) vehicle per vendor space will be permitted at VENDOR CHECK-IN and within FESTIVAL AREA at a time.**
- If you have **more than one vehicle to unload**, you must unload quickly and leave the festival area then you may use the pass for the other vehicles to enter one at a time. You must follow traffic pattern of entering festival area at First Citizens Bank to re-enter for all vehicles. All other vehicles must be parked outside of festival area while waiting to unload. **Remove vehicle from Festival Area prior to setting up. All Vendor vehicles should be off the street by 8:00AM.**
- Your selling space may not encroach on vendors in adjacent spaces. There is NO space between spaces, so measure carefully and thoroughly.
- No signs or exhibits outside of your booth area.
- Vendors provide their own tables, chairs, display unit, tent canopy, etc.
- In order to maintain the orderly movement of the crowd, merchandise may not project into walkways or neighboring display spaces. All sales, conducting of demonstrations, distribution of written materials, and any other commercial, promotional and charitable solicitation activities must be conducted **within the participant's assigned space**. Vendor booths will be checked throughout the event for quality control. Any vendor in violation will be asked to leave the festival without refund.
- As a vendor in our event, it is the expectation of the committee that every person working in your booth will do their best to serve every guest with honor, dignity, and respect. In addition, we expect vendors to treat other vendors as well as volunteers and members of the Town of Swansboro in the same manner. Our goal as a committee is that you will join us to protect and build the long-term viability of the event. Failure to comply with our hospitality expectations can result in vendors being asked to leave and not to participate in future years.

PARKING

- There is NO designated Vendor parking area. Parking is available on side streets wherever there is not a NO Parking sign. **Parking is also available at Ward Farm off Highway 24 behind the Hampton Inn and at the Park Office parking area at 830 Main Street Extension. There will be shuttle service available beginning at 6:00 AM. See map for parking locations.**

EVENT INFORMATION

- Festival vendor hours 9am-6pm (Saturday) 10am-5pm (Sunday)
- No vehicle is allowed within festival area for breakdown until Sunday at 6pm when streets reopen. **Booths must remain open until 6PM on Saturday.** Vendors with their own lights are welcome to stay open on Saturday night during the evening concert.
- Vendors wishing to remove product from booths on Saturday night will need to use handtrucks. **Limited access by vehicle for restocking will be given to vendors AFTER the streets are cleared on Saturday (approximately 10:30 PM) and before 8AM on Sunday. Please use extreme caution and depart quickly to keep streets clear.**
- Swansboro Festival is not responsible for your booth or contents within. Security is provided within the day and overnight hours, but items are left at your own risk.
- In the event of inclement weather - check our phone 910-326-2600, website www.swansborofestivals.com for update. The festival will only be cancelled in the case of a state of emergency as determined by the Town of Swansboro. No refunds or credits will be given.
- This is a family-oriented festival for spectators of all ages and exhibited work must be in keeping with this atmosphere. The committee reserves the right to remove work that violates any of the festival rules.
- You are responsible for your own required Sales Tax ID Number processing.
- You are responsible for removal of all your trash/garbage/boxes etc. upon exit. DO NOT LEAVE ITEMS AT YOUR SPACE
- We do not refund booth fees as stated in your application due to weather related conditions or cancellation on your part.
- You must not extend past your 10x10 space and are not allowed to sell or promote outside of your booth.
- We do not provide tent/table/chair, etc. **OR ELECTRICITY [Exception: Food vendors in Food Court].**
- Music in booths should be held to a minimal level and will be monitored by committee in the event of complaints.
- Restrooms are available near the Visitor's Center and the Kid's Area at First Citizens Bank.
- If you need assistance, please locate a Festival volunteer wearing an official shirt or come to Information Booth located at the Visitors Center.
- You have been accepted to sell the items on your application. Any items not consistent with the show guidelines may need to be removed.

REGISTRATION FOR NEXT YEAR

- Throughout the morning, vendor chair will be visiting booths to determine booths that will be invited to return next year.
- Saturday afternoon, the vendor chair will provide information regarding next year's registration by visiting your booth. Vendor chair will return to each booth **ONLY ONCE** on Sunday morning or early afternoon in order to collect next year's application and fee. If you should miss vendor chair returning to your booth, you will need to bring registration/payment after 2:30 pm to VIP tent area at the main stage and ask for vendor chairperson. Unsold returning vendor spaces are available for sale from 3-5:30pm in the same area. After 5:30PM, the new vendor application process and price will need to be used.

NO DOGS OR ANIMALS OF ANY KIND ARE ALLOWED WITHIN FESTIVAL AREA

We thank you for your participation at the Swansboro Festival and we look forward to being able to accept your application year after year by your support of our guidelines. Questions or Information prior to festival910-326-2600 or email dpypiw@ci.swansboro.nc.us or astanley@ci.swansboro.nc.us

CHECK OUT PROCEDURE

- At 5PM on Sunday, please begin packing up your booth. Please do not pack up prior to 5PM. Doing so sends a message that the festival has ended and the customers leave. Vendors who pack up prior to 5PM will not be allowed to return next year.
- When your booth is completely packed up, your tent is down, and everything is packed and ready to be loaded, a festival volunteer will give you a pass to bring in your vehicle.
- Once you have a vehicle pass, you will enter through the **SAME TRAFFIC PATTERN** used when you checked in to the festival.
- When your vehicle arrives at your site, please quickly load your items, ensure you have left behind no merchandise or garbage, then pull out your car in the established traffic pattern.
- You will be able to pull in **ONE** vehicle. **If you have more than one vehicle**, one will have to leave the area before another vehicle is allowed to enter.

VISITOR INFORMATION

Please visit the following sites for information on accommodations, dining, etc.:

Swansboro Tourism Development Authority: <https://visitswansboro.org/>

Swansboro Area Chamber of Commerce: <https://swansborochamber.org/>

[print and complete the pages below]

Mullet Festival Non-Food Vendor NEW Application

Swansboro Mullet Festival, Saturday & Sunday October 8-9, 2022

Festival Hours: Saturday 9:00am – 6:00pm, Sunday 10:00am – 5:00pm (Vendors may choose to stay open on Saturday until 10:00pm)

Completed application with signature, payment, photos, and documentation should be MAILED to:

Town of Swansboro, Attn: Parks & Recreation Dept.; 601 West Corbett Avenue;
Swansboro, NC 28584

Checks should be made payable to: **Town of Swansboro**

MAKE COPIES FOR YOUR FILES

Please PRINT clearly

Business/Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (during festival): _____

Email (REQUIRED): _____

Website: _____

NC Sales Tax ID Number: _____

Check type of vendor and number of spaces below (definition of type in vendor guidelines).

___ Arts & Crafts Vendor [\$160 per 10'x10' space]: # of spaces _____ x \$160 = _____

___ Home Business Vendor: # of spaces _____ x \$160 = _____
[\$160 per 10'x10' space]:

___ Commercial Vendor [\$210 per 10'x10' space]: # of spaces _____ x \$210 = _____

___ Non-profit Vendor [\$125 per 10'x10' space]: # of spaces _____ x \$125 = _____

List and describe all items to be sold: _____

[attach additional sheets, if needed]

Check # _____ or Money Order

TOTAL Due _____

Credit Card Payment

Check ONE _____ VISA _____ MASTERCARD _____ DISCOVER

CARD NUMBER: _____

CVV Security Code _____

Expiration Date: Month _____ Year _____

I hereby authorize the Town of Swansboro to process my credit card for the amount due above.

Signature _____ Date _____,

I agree to abide by all rules, regulations, and guidelines, presented by the Town of Swansboro. Violators will be subject to dismissal without refund. I agree to the liability/hold harmless statement provided. I understand that the Town of Swansboro reserves the right to deny any application, even if the applicant has participated in the show before. I understand that reasonable security will be provided, but I will not hold the Town of Swansboro, or their representatives liable for loss, damage, or injury.

Submission of application indicates that participant hereby indemnifies and shall defend and hold harmless the Town of Swansboro, their employees, and their volunteers from and against all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, monetary loss, interest, attorney's fees, costs and expenses of whatsoever kind or nature arising out of the participant's participation in the Festival, including those arising from damage to property or injury to or death of participant, its customers, volunteers, employees, or subcontractors, whether arising before, during, or after the Festival and in any manner directly or indirectly caused, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence of participant or its customers, volunteers, employees, agents or subcontractors.

Further, that the participant releases the Town of Swansboro from any and all liability for loss or damage to property and merchandise used or sold by the participant in the operation of the booth due to theft, fire, storm, flood, and damages through any force of nature or otherwise.

The participant grants the Town of Swansboro permission to use any photographs, motion pictures, videos, recordings or any other record of participation in the Festival.

Signature _____

Date _____

Items to be MAILED with application: Completed Application form, check or money order for total fee due, photos, copy of COI of \$500,000, copy of Tax Exemption letter for Non-Profits.