



VENDOR APPLICATION

**10th ANNUAL KEEL AND CURLEY WINERY BLUEBERRY
FESTIVAL**

TWO GREAT CONSECUTIVE WEEKENDS

WEEKEND #1 – FRIDAY-SATURDAY

APRIL 14TH AND 15TH

WEEKEND #2 – SATURDAY AND SUNDAY

APRIL 22ND AND 23RD

3RD ANNUAL PEACH FESTIVAL

SATURDAY APRIL 29TH

BLUEBERRY AND PEACH FESTIVAL EVENT GUIDELINES:

PLEASE READ CAREFULLY AND COMPLY BY THE REQUIRED DATES

All vendors are required to confirm receipt and acceptance of our Event Guidelines before April 1ST. You may email Kristin@keelandcurleywinery.com your acceptance. For info or any questions you may call our retail store 813-752-9100 or Joe Keel at 813-610-6319.

The following guidelines have been established to provide a clean and safe environment for our vendors and attendees:

- **Vendor Fees**

Our fee structure has changed this year. We believe better for everyone! No more booth fees! (except for companies not selling a product) Keel and Curley Winery will charge all food, drink and/or craft vendors a 20% fee of total revenues collected. Keel and Curley will sell “Blueberry Bucks” at several booths around the festival grounds. **NO CASH** will be exchanged between vendors and festival attendees. *Keel and Curley Winery reserves the right to shut a booth done immediately if there is a cash/credit exchange between vendors and festival attendees.* There will be zero tolerance! “Blueberry Bucks” will be picked up throughout day during each festivals and a check will be given at the end of the festival each weekend. *The only cash that will be accepted during the festival will be Keel Farms U-Pick Blueberries.*

- **Pre Festival MANDATORY Meeting**

At least one representative for each vendor participating in the 2017 Blueberry and Peach Festivals **MUST** be present for at least one of the scheduled meetings. Rules and parking passes will be discussed and handed out at these meetings: Joe Keel, owner, will preside.

Meeting Dates and Times:

April 8th – 9:00 pm

April 10th – 7:00 pm

April 12th – 7:00 pm

Attendance will be taken at each meeting. If a representative does not attend you will not be permitted to be in the festival. Remember, you or a representative only has to attend ONE meeting!

Spaces will be chosen at the meetings and are a first come first serve based on when application was received.

- **Payment**

If you are a food, drink and/or craft vendor you will need to send in a \$100 deposit per 10 x 10 space per weekend to reserve your spot. Example: If you plan on being in all three weekends you will need a deposit of \$300 per 10 x 10 to secure your spot. These deposits will be mailed back to you within 5 days after April 29, 2017. Vendors who choose not to sell anything at our festival will be charged \$300 per Blueberry Festival weekend and \$150 for Peach Festival Saturday. Example: If you wish to only do the two Blueberry Festival weekends but not the Peach Festival, you will need to pay \$600 per 10 x 10 space.

- **POWER**

Each vendor is responsible for providing their own power supply.

VERY IMPORTANT: THE ONLY GENERATORS ALLOWED AT OUR EVENT IS A HONDA OR COMPARABLE GENERATOR DUE TO NOISE ISSUES. NO EXCEPTIONS!

Noise requirements will be decided at the festival organizers discretion.

- **SET UP**

Vendors will be able to set up on Thursday April 13th, Friday April 21st and Friday April 28th between the hours of 9:00am and 8:00pm. **NO** vehicles will be allowed in the vendor area after 8:00pm on Thursday April 14th until breakdown on Saturday April 15th at 7:00 pm, after 8:00 pm on Friday April 21st until breakdown on Sunday April 23rd at 7:00 pm and after 8:00 pm on Friday April 28th until breakdown on Sunday April 29th at 7:00pm. **NO** vendor is allowed to breakdown early! All vendors may **START** their breakdown on Friday, Saturday April 15th at 7:00 pm, Sunday April 23rd at 7:00 pm and/or Saturday April 29th at 7:00. If you need to restock or bring additional items to your booth on Friday, Saturday and/or Sunday you may do so in the mornings as long as you are done by 8:00am (remember, **NO** vehicles will be allowed in the area after setup on above dates/times.)

- **PARKING**

Each vendor will receive **ONE** free parking pass per booth per weekend. If additional parking spots are needed you will need to pay the \$10 parking fee per spot each day of the festival(s). All trailers can be parked in the rear of our property behind the offices at no charge. Though our gates are locked, we will have security each night, it is your responsibility to make sure your trailers are properly locked and secured when leaving them. The Parking Passes will be handed out at the pre-festival meetings.

- **ICE**

We will have ice available for you to order and purchase in advance at \$5 (**CASH or CREDIT**) per 20 lb. bag. Pick up will be at our cooler each day of the festival(s). *Ice must be reserved AND paid for by April 1st 2017. NO ice will be provided if you do not pay in advance.*

I would like to **RESERVE** _____ bags daily for _____ days for a total cost of \$ _____

- **SECURITY**

We will have overnight security on our property on Thursday/Friday evening and Friday/Saturday evening all three weekends. Though security will be here to watch over your vendor booths, we need you to be sure you have closed/locked/secured all that you can at your booth.

- **CONDUCT**

No vendors/sponsors or their representatives shall conduct themselves in a manner that is offensive to general standards of decency or good taste. Appropriate dress attire is required. Please keep in mind that this is a FUN FAMILY EVENT and no offensive behavior will be tolerated before, during and after the event. Help make this a fabulous success for all of us. Our team will be available to help answer your questions and be there to assist in any issues that may arise.

WE ARE LOOKING FORWARD TO A FANTASTIC EVENT AND PARTNERSHIP! SINCERE THANKS FROM KEEL & CURLEY WINERY FOR YOUR SUPPORT!

Print Name

Sign Here

Date

Checks must be made payable to: **Keel & Curley Retail Store LLC**

Checks that are mailed MUST arrive to our office no later than Saturday, April 1st.

Credit Card Payments must fill out this authorization form and email back to Kristin@keelandcurleywinery.com.

One Time Credit Card Payment Authorization Form

Sign and complete this form to authorize Keel & Curley Winery to make a one-time debit to your credit card listed below.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

Please complete the information below:

I _____ authorize Keel & Curley Winery to charge my credit card
(full name)
account indicated below for _____ on or after _____. This payment is for
(amount) (date)

(description of goods/services)

Billing Address _____
City, State, Zip _____

Phone# _____
Email _____

Account Type: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover
Cardholder Name _____
Account Number _____
Expiration Date _____
CVV Code _____

SIGNATURE _____ DATE _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.



10th ANNUAL KEEL AND CURLEY WINERY BLUEBERRY FESTIVAL and 3rd ANNUAL PEACH FESTIVAL

Located in Eastern Hillsborough County – exit 17 off of I-4 (5202 W Thonotosassa Rd. Plant City, FL 33565)

Email application to: kristin@keelandcurleywinery.com

Or Mail to: Blueberry Festival c/o Kristin Griffin
5210 Thonotosassa Rd. Plant City, FL 33565
(813)752-9100

Booth Space Request – Blueberry Festival and Peach Festival 2017

Each space is 10' x 10' – vendor must provide own tent, chair, table and generator.

If your booth will be larger than 10'x 10' you will have to pay for an additional space

NAME _____

ADDRESS: _____ CITY, STATE, & ZIP _____

TELEPHONE: (HOME) _____ (CELL) _____ EMAIL _____

You have the option to choose from one, two or all three weekends. Please specify which weekend(s) if not all three.

Weekend #1 ___ Weekend #2 ___ Weekend #3 ___

(list items sold in provided space above, i.e. health products, hot dogs, silver jewelry etc.)

Please attach photo of setup and ALL items to be sold. This is to ensure we do not have multiples of the same items.

Do you need additional space? (Yes/No): _____

How many 10'x10' spaces will you need?

Will you set up a tent? Y _____ N _____ Are you using a trailer? Y _____ N _____
Length/Width _____ How many people will be working your vendor booth?

