



January 2, 2012

Dear Food Vendor,

It's that time again, for the 65<sup>th</sup> Annual Tennessee Strawberry Festival. I would like to invite you to join us for our festival. The theme for this year is "Star Spangled Strawberries". We hope everyone to come out and enjoy our festival. As in years past we always have a great attendance and hope that you can be part of that this coming year. The festival is held in Dayton, Tennessee, home of the famous Scopes Evolution Trial, which is centrally located between Knoxville and Chattanooga.

The central location for the Festival is the downtown area of Dayton. The food vendors will be located on 2<sup>nd</sup> Avenue, as in years past. Absolutely no motorized vehicles will be allowed to remain in the vending area. The set-up area is on the street and therefore you must be prepared to set up on the pavement. (NO STAKES ALLOWED) The Courthouse lawn will be open for business on Friday. ***Vendors will be open for business May 11<sup>th</sup> and May 12<sup>th</sup> 2012. You are to be here both days.***

Booth space is \$600 for a 12' x 15' space with water and electricity provided (please indicate on the application). If additional space is needed you will be required to purchase the additional space. ***If you plan on having any type of enclosed trailer or wagon type vending please note the space size.*** We will be following strict guidelines. The Tennessee Department of Health will be on site for inspection. Deadline for entries is April 1, 2012. This is an outdoor event so please prepare accordingly. **THERE WILL BE NO REFUNDS.**

The Festival Committee will assign spaces based on the following criteria:

- Booth space will be assigned on a first come, first serve basis. Participation during previous festivals does not guarantee booth space. Spaces are limited.
- No alcoholic beverages allowed.
- No selling of food or drinks in the craft vending area, vendors must stay within their assigned space, and you may not lower your prices for "end of day" sales. You are permitted to adjust your price to match other vendors, but no undercutting in prices.

Upon acceptance, you will receive a confirmation letter. If you are not accepted, you will be notified and a refund will be issued. ***Confirmation packets will be sent in April 2012.*** The confirmation package will include a parking pass with your booth number and a map of the vending area, instructions on setup time, lodging information, and directions to Dayton. If you have any questions, please call the Dayton Chamber of Commerce at (423) 775-0361. I look forward to hearing from you soon.

Sincerely,  
Leigh Ann Shadden

Leigh Ann Shadden  
Vending Coordinator

**Mission Statement:**

The Tennessee Strawberry Festival is the celebration of small town life. It offers a chance for our community to showcase its beauty, history, and commitment to family values. It is the goal of the Dayton Chamber of Commerce and the businesses it represents to acknowledge the community support and patronage we receive throughout the year.

TENNESSEE STRAWBERRY FESTIVAL

107 MAIN STREET \* DAYTON, TENNESSEE 37321 \* PH-(423)775-0361 \* FAX-(423)570-0101

[e-mail-chamber@volstate.net](mailto:e-mail-chamber@volstate.net) \* [website-www.tnstrawberryfestival.com](http://www.tnstrawberryfestival.com)

**APPLICATION FORM for**  
**Craft, Food, Political, Direct Sales or Non-Profit Vendors**  
[www.tnstrawberryfestival.com](http://www.tnstrawberryfestival.com)  
[chamber@volstate.net](mailto:chamber@volstate.net)

<b>Office use only</b>
Date Recd. _____
Check # _____
Amount \$ _____
Space # _____

*Please read letter and application carefully*

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Number of Booths:

Type of Craft, Food, Non profit, Direct Sales or Political Booth: \_\_\_\_\_

Vendor Type: Check one. (Food Vendors must provide a complete list of all foods that will be sold. Please use additional sheet if necessary.)

I am a:

Craft Vendor       Food Vendor       Direct Sales Vendor

Non-Profit Vendor       Political Booth

I will need:

Electricity       Water   
 (For Food Vendors Only)

110  30 amp (food vendors only)       50 amp (food vendors only)

Payment Method:    Check    Money     Order

**No Post Dated Checks**

Make Checks Payable to: **Tennessee Strawberry Festival - 107 Main Street ~ Dayton, TN 37321**

The Tennessee Strawberry Festival Steering Committee, Dayton Chamber of Commerce officers and/or directors, all representative property owners will not be held liable for damage of judgments that may be suffered by entrant, participant or spectator to his person or property and agree to indemnify the aforesaid parties against any losses, liability, expense or payment resulting from any such injury to person or property.

**\*\* There will be no refunds issued for ANY booth space\*\***

Signature: \_\_\_\_\_