



Zora Neale Hurston Festival of the  
Arts and Humanities  
*-Always the last week in January-*

## 21<sup>st</sup> Annual

Zora Neale Hurston Festival of the Arts and Humanities  
[ A Juried Show ]

### OUTDOOR FESTIVAL OF THE ARTS

Friday, January 29 – Sunday, January 31, 2010

#### **Important Information for Vendors:**

- **VENDING RATES SAME AS FESTIVAL '09**
- Vending the Full-length of East Kennedy Boulevard
- No admission charge for guests to enter
- 2-Performance Stages
- 2-Food Courts
- Special Raffle by East Kennedy Boulevard Merchants
- \$110 **Refundable** deposit per table – Deposit refunded, upon return, at conclusion of Festival; Festival-supplied tables only!!!

#### **FOOD VENDORS:**

- Exclusive License to Sell Water & Sodas --- \$150.00
- Placement for vending space on a 1<sup>st</sup>-paid basis

**-A-**

**-Please Turn Over-**

The Association to Preserve the Eatonville Community, Inc. (P.E.C.)  
227 E. Kennedy Blvd., Eatonville, FL 32751-5303  
Phone: (407) 647-3131 ♦ Fax: (407) 539-2192

E-mail: [zorafestival1@yahoo.com](mailto:zorafestival1@yahoo.com) ♦ Website: [www.zorafestival.com](http://www.zorafestival.com)

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*-Always the last week in January-*

## 21<sup>st</sup> Annual

Zora Neale Hurston Festival of the Arts and Humanities

**PLEASE NOTE:** We are providing these dates so you can plan ahead and save yourself some \$\$\$\$.

### **DEADLINES:**

**(1)** Mon., Nov. 23 (Postmark)

Due: \$100 non-refundable application fee

**(2)** Fri., Dec. 11 (Postmark)

Applicable vending fees and signed contract

Applicable Penalties apply after these dates:

- \$75 late application fee – Due after Mon., Nov. 23 (postmark deadline)
- \$75 late contract fee signing due after Fri., Dec. 11 (postmark deadline)

**After Mon., Dec. 21 – If you want to vend, you must send correspondence by overnight mail (U.S. Express, FedEx, UPS, etc) AND include a **prepaid express mail envelope** so the ZORA! Festival Vending Coordinator can send mail back to you.**

**PLEASE REMEMBER** –No vendor will be permitted to vend unless:

- The application has been processed;
- The contract has been signed; and
- The appropriate fees have been paid-in-full.

**-B-**

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# Z O R A !

21<sup>st</sup> Annual Zora Neale Hurston Festival of the Arts and Humanities

A Presentation of The Association to  
Preserve the Eatonville Community, Inc. (P.E.C.)

## OUTDOOR FESTIVAL OF THE ARTS

[A Juried Show]

Friday, January 29 – Sunday, January 31, 2010

### CALL TO NON-EATONVILLE VENDORS

***APPLICANT: Please read very carefully all information prior to completing the application.  
There is new information for all vendors and special information for food vendors.***

ZORA! Festival continues to seek high quality individually crafted merchandise which reflects the culture and traditions of people of African ancestry living throughout the world community.

Our goal is to present a broad variety of vending items that are unique and which stimulate our guests' interests.

ZORA! Festival maintains the right to deny any application in its own discretions.

**No rain date. No refunds.**

ZORA! Festival respects trademark, copyright, and intellectual property rights. No "bootleg" items will be permitted for vending. Such items include: audiotapes, videotapes, or any other merchandise of a "bootleg" nature. You agree to fully indemnify and defend P.E.C., its officers, directors and employees against any claims or actions relating to the presence of any such merchandise at your vending space.

**Sale or display of "bootleg" items will result in notification of law enforcement authorities.**



### CATEGORIES:

- ◆ Words and Voices (Books and Audio) -----\$650
- ◆ Handcrafted Items (examples: jewelry, wood, stone, fabric, leather, paper)-----\$650
- ◆ Cultural Merchandise (examples: oils, cosmetics)-----\$650
- ◆ Visual Art/Photography-----\$650
- ◆ Original/Designer Fashions-----\$650
- ◆ Food (Includes juice/frozen juice products)-----\$1500
- ◆ **◆...Exclusive License to Sell Water & Sodas -----\$150**
- ◆ Desserts/Sundries (**ONLY** cakes; candied products; popcorn products;  
fried dough/funnel cakes; peanuts; pies)-----\$1000

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**ZORA! Festival 2010**  
CALL TO NON-EATONVILLE VENDORS

**Vendors of these items NEED NOT APPLY**

- *Mass-produced jewelry, belts*
- *Sunglasses*
- *Tourist trap merchandise*
- *Cell phones*
- *All other items which can be purchased at discount stores/flea markets "off the streets"*
- *No Zora Neale Hurston souvenirs/merchandise*

**FEES: \*\*\*Amount indicates the cost to vend including 6.5% sales tax\*\*\***

All vendors pay the \$100 non-refundable application/processing fee.

Non-food vendors	<b>\$650***</b>
Food vendors	<b>\$1500***</b>
Desserts/Sundries vendors	<b>\$1000***</b>

**After Monday, November 23 Deadline — Please include \$75 Late Fee**

**Fees cover:** 3 days of vending  
10 ft. x 10 ft. Tent with sides  
10 ft. x 15 ft. vending space (non-food)  
15 ft. x 15 ft. vending space (food)  
1-6 ft. table (no chairs)  
1-Printed sign of vendor's business  
1-Cardboard trash container/with plastic liner  
Eatonville Fire Inspection

**REQUIREMENTS:**

**If you vended at ZORA! Festival '09, you do not have to send photos.**

**ALL OTHERS**

- ✓ Please submit 3 current slides or good quality photographs of merchandise you plan to sell (no Polaroid shots). One slide/photograph must show booth set-up/display of items.

**NOTE:** Please send the best photos or slides you can so that the quality of your merchandise/set up is easy for the judges to see.

**Food vendors:** Your photos or slides must show your set-up, including your tarp or covering, to protect paved surfaces from grease/related cooking spills. Please provide a list of items you plan to sell (non-food and food).

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**ZORA! Festival 2010**  
**APPLICATION FOR NON-EATONVILLE VENDORS**

**Very Important**

- 1) Non-food vendors must use tents provided by ZORA! Festival.
- 2) All vending operations must fit neatly in the booth space. ZORA! Festival must be advised **AT THE TIME OF THIS APPLICATION** if a vendor will need additional space.

Non-food vendors: (please check)

My set-up will fit neatly in a 10 ft. x 15 ft. space.     Yes     No

Because my set-up does not fit neatly into

a 10 ft. x 15 ft. space, I will require a second booth.     Yes     No

Food vendors: (please check)

My set-up will fit neatly in a 15 ft. x 15 ft. space.     Yes     No

Because my set-up does not fit neatly into a

15 ft. x 15 ft. space, I will require a second booth.     Yes     No

**NOTICE OF PENALTY TO ALL VENDORS**

Your set-up **MUST** fit neatly in the vending space you have purchased; **NO EXTENDING IN FRONT OR BACK.** If additional space is needed, **A SECOND BOOTH MUST BE PURCHASED.** For non-food vendors, that is 10 ft. x 15 ft. For food vendors, that is 15 ft. x 15 ft. If your set-up requires more space and you have not purchased that additional space in advance, you will not be allowed to "spill over" into additional space; and because the vending map will have already been finalized, you will either have to reduce your set-up to conform to the space **OR LOSE YOUR ABILITY TO VEND, WITH NO REFUND!**

Before this application will be processed, you must:

- ◆ enclose \$100 non-refundable application/processing fee (**Deadline: Mon, November 23 postmarked**);
- ◆ complete and sign the application form.

*Please type or print*

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

Mailing Address \_\_\_\_\_  
[where you receive your mail                      Street    City/State    Zip Code]

Telephone: (    ) \_\_\_\_\_ [Day]    (    ) \_\_\_\_\_ [Eve]

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**-3-**

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## APPLICATION FOR NON-EATONVILLE VENDORS (continued)

Please check category. Send No Booth Rental until accepted.

**Please make money order or cashier's check payable to P.E.C.**

**No Personal or Company Checks!!!**

**Please submit \$75 late fee after Monday, November 23.**

- Words and Voices (Books and Audio)-----\$650
- Handcrafted Items (jewelry, wood, fabric, etc.)-----\$650
- Cultural Merchandise (oils, cosmetics, etc.)-----\$650
- Visual Art/Photography-----\$650
- Original/Designer Fashions-----\$650
- Creative Designer Fashion-----\$650
- Food----- \$1500
- Exclusive License to Sell Water & Sodas-----\$150**
- Desserts/Sundries-----\$1000

Please list items you wish to vend under the category you selected above: For Words and Voices, please list titles. Please remember we welcome authors/titles related to children's literature, non-fiction, poetry, and others.

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### PLEASE CHECK THE APPROPRIATE SPACE AND SIGN AND DATE AT THE BOTTOM

- I vended at Festival '09 therefore I am not submitting photos. I have enclosed the \$100 non-refundable application/processing fee (which will NOT be applied to my vending fee).
- I am a food vendor. **I want to pay the Exclusive License to Sell Water & Sodas fee of \$150.00, if I am selected to vend.**
- I have enclosed the \$100 non-refundable application/processing fee (which will NOT be applied to my vending fee, if I am accepted) and 3 slides/good quality photographs for review by the panel of judges.

I understand I should send no other fees until notified by ZORA! Festival that my application to vend has been accepted. Further, if accepted, I agree to abide by all deadline dates or lose my opportunity to vend.

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