

# Ashe County's Christmas in July Festival 2017

*"Sharing our Mountain Heritage"*

## **CRAFT & NON-PROFIT VENDOR GUIDELINES**



The *Christmas in July Festival* returns to the mountains of western NC and will celebrate its 31<sup>st</sup> year in 2017! This annual street festival features handcrafted arts and crafts, the best of local and regional music, children's activities, great food, and a flavor of the county with booths featuring our local non-profit organizations.

### **\*\*\* PLEASE READ ALL OF THE FOLLOWING GUIDELINES CAREFULLY! \*\*\***

- Festival day is **Saturday, July 1<sup>st</sup>** from 9 AM until 7 PM.
- **ONLY** handcrafted, original work by the applicant will be permitted in Saturday's vendor area.
- Mass produced items and commercial goods will not be allowed.
- The festival is located in downtown West Jefferson, NC's Arts District.
- Entertainment reflecting the culture and heritage of our area will be provided by local and regional performers.
- Several auxiliary events will be held in conjunction with the festival, including Civil War Reenactors.
- Please complete the appropriate application form and release and indemnification form and return it by the indicated deadline. Due to limited vendor space, early application is encouraged.
- Arts, crafts, and food booths are required to stay open during festival hours.
- Booths must be ready for business at least one hour prior to the start of the festival. Set up instructions will be sent in mid-June. Festival personnel will be at the exhibit area to direct you to your assigned space for unloading and to answer any questions.
- No vehicles will be allowed in the festival area later than one hour prior to starting time or one half hour after closing. **There is a strict limit of one vehicle per vendor space during load-in.**
- Vendors are responsible for their own booth setup. No tents, tables, or chairs will be provided by the festival.
- The Christmas in July festival is an outdoor street festival and will proceed rain or shine! Exhibitors are responsible for the protection of their exhibits from the rain.
- All tents must be firmly secured in case of wind. The festival takes place on a paved surface which prohibits the anchoring any supports into the ground. A system such as buckets filled with concrete may be used.

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- Security personnel will be provided and all reasonable care exercised, but the Ashe County Christmas in July Festival cannot be held liable for loss or damage to art or to injury to anyone participating in the event. A Certificate of Insurance is required for all food vendors and specialty food vendors, and is strongly encouraged for all other exhibitors.
- Parking for vendors is available at convenient lots, operated by local non-profit organizations as fundraisers, which are located close to the festival. Craft vendor vehicles may NOT remain in vendor spaces.
- Vendors are responsible for payment of North Carolina Sales Tax and are required to obtain a certificate of registration (NC-BR form, for Sales & Use Tax) from the NC Department of Revenue (*this form can be found on the CIJ website or [www.dornc.com](http://www.dornc.com)*).
- No pets are allowed anywhere within the festival area.

If you need additional information please contact us.  
You may call the Ashe County Arts Council at (336) 846-2787  
or the Ashe County Chamber of Commerce at (336) 846-9196.  
website: [www.christmasinjuly.info](http://www.christmasinjuly.info)

***Kick off the festival with us!***

**Friday night, June 30th will feature music and a street dance  
from 7 PM to 10 PM.**

**Food vendors will be open at 5 PM.**