

November 2010

Dear Prospective MLK Festival Vendor:

On behalf of the Austin Area Heritage Council, we would like to offer you an opportunity to secure a booth at the Community Festival immediately following the 18<sup>th</sup> Annual Citywide MLK Community March & Rally. The Festival will take place at Huston-Tillotson University on Monday, January 17, 2011, from 11 AM to 4 PM. The purpose of the festival is to celebrate Dr. King's legacy while highlighting diversity and multiculturalism in our city. Over 20,000 people from many different cultures have participated in the Austin area celebration each year, and we are anticipating even more individuals to unite for this special occasion in January. The majority of the attendees will participate in the March and arrive between 10:30 – 11:00 AM, giving you plenty of time and opportunity to market your product or service. The festival will end at approximately 4:00 PM.

Please see important vendor information below:

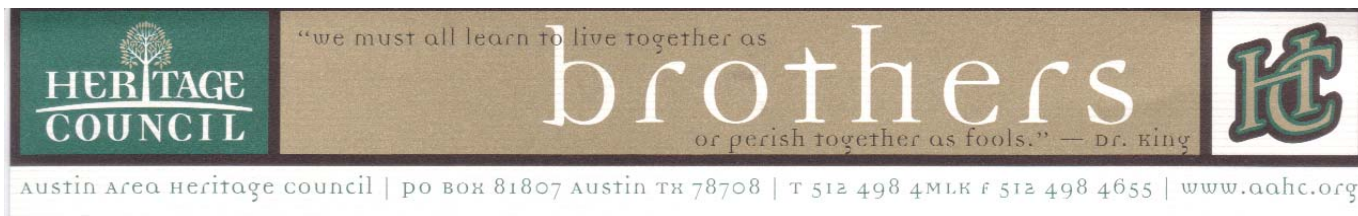
- **Vendor Form:** Please complete the attached Vendor Form and return by **Friday, January 7<sup>th</sup>**.
- **Late Fee:** A \$25 late fee will be assessed for each form received after or post-marked after January 7<sup>th</sup>.
- **Vendor Check-in:** Vendor check-in will begin at **8:00 a.m.** We are asking vendors be completely set-up by 10:00.
- **Canopy:** In order to plan for rain, a 100'x20' canopy will be available. There will be a \$15 charge per table for vendors wishing to setup under the canopy. If you wish to locate your table(s) under the canopy, please indicate so on the attached form. If you are bringing your own canopy, please also indicate on the attached form. Please note that if you are planning to bring your own tent, you will not be able to use tent stakes. You must use some other method of anchoring your canopy, i.e. sandbags. **Absolutely no tent stakes will be allowed.**
- **Food Permit:** Food vendors, who already have a Department of Health permit, do not need to secure a day permit. However, you will need to show your food permit prior to setting up your booth. If you do not already have a food permit or will be cooking in the open, you will need to include a \$30 fee for a one-day food permit. See vendor form.

We hope that you are able to participate in this exciting and purposeful community celebration. If you plan to participate, please complete and **return the attached form no later than Friday January 7<sup>th</sup>**. Space is limited and vendors will be accepted on a first- come first-served bases. So get your form in early to guarantee your spot in the Festival. For more information, please contact Mrs. Carol Wright at (512) 323-6773 ext. 102 or by email at [Carol@aaahc.org](mailto:Carol@aaahc.org) or fax to 512.323.5884.

We look forward to your participation.

Sincerely,

2011 MLK Community March & Festival Committee  
Austin Area Heritage Council



# 18<sup>th</sup> ANNUAL MLK COMMUNITY CELEBRATION

**Huston-Tillotson University**

January 17, 2011

Immediately following the March until 4pm

<b>Name</b>	<b>Title</b>	<b>Company/Organization</b>
<b>Phone</b>	<b>Fax</b>	<b>E-mail</b>
<b>Address</b>	<b>City, State, Zip</b>	<b>Company Web Site</b>

<b>Type of Vendor:</b>	<input type="checkbox"/> Food/Beverage	<input type="checkbox"/> Arts & Crafts	<input type="checkbox"/> Info/Other: _____
Basic Cost for <u>Food Vendor</u>	\$125 (includes 1 8ft table, plus 2 chairs)	\$ _____	
Basic Cost for <u>Non-Food Vendor</u>	\$50 (includes 1 8ft table, plus 2 chairs)	\$ _____	
Basic Cost for <u>Non-Profit Organization</u>	\$25 (includes 1 8ft table, plus 2 chairs)	\$ _____	
(Providing information only)			
Providing Own Canopy/Tent ( <b>Tent Stakes will not be allowed</b> )			Yes/No

<b>Additional Costs:</b>			
Food Permit	<input type="checkbox"/>	\$30 per food or beverage booth =	\$ _____
<i>(Required if you do not already have one, or will be cooking out in the open)</i>			
Must provide type of food(s): _____			
Additional tables:	<input type="checkbox"/>	\$7 per table: ____ X \$7 =	\$ _____
Additional chairs:	<input type="checkbox"/>	.75 cents per chair : ____ X .75 cents =	\$ _____
Electrical power, if needed:	<input type="checkbox"/>	\$35 per electrical line: ____ X \$35 =	\$ _____
<b>Canopy Fee*</b>	<input type="checkbox"/>	\$15 per table: ____ X \$15 =	\$ _____
<b>Late fee**</b> (applications received after January 7 <sup>th</sup> )	<input type="checkbox"/>	\$25	\$ _____

- A 100'x20' canopy will be available at the festival. The cost for vendors to setup of their booths under the canopy is \$15 per table — no exceptions. **Tent stakes will not be allowed.**
- There will be a **\$25 late fee** for all applications received or post-marked after January 7<sup>th</sup>—no exceptions.

**Total Additional Costs (See box above):** \$ \_\_\_\_\_ +

**Basic Vendor Table Cost (see categories above):** \$ \_\_\_\_\_

**=TOTAL VENDOR COST:** \$ \_\_\_\_\_

- Money Order or Personal Check must be enclosed and made **payable to Austin Area Heritage Council.**
- No alcoholic beverages are allowed. No personal generators will be permitted.
- Space is limited, so please respond early.
- **Vendors are accepted on a first come, first serve basis.**

**Return form with payment by January 7<sup>th</sup> to Austin Area Heritage Council, P.O. Box 81807, Austin, Texas 78708 or fax to 512-323-5884. For additional information contact:**

**Carol Wright at (512) 323-6773 ext. 102 or [carol@aaahc.org](mailto:carol@aaahc.org)**

**[www.mlkcelebration.com](http://www.mlkcelebration.com)**