

Planet Bluegrass

Greetings from Planet Bluegrass!

As we are gearing up for the 2010 Festival season, we are eagerly searching for the best vendors who will offer fine crafts and complete the Festival experience for our Festivarians.

37th Annual Telluride Bluegrass Festival	June 17-20
38th Annual RockyGrass Festival (Lyons, CO)	July 23-25
20th Annual Rocky Mountain Folks Festival (Lyons, CO)	August 13-15

Amazingly creative and unique booths add extra sparkle to each event. If you've got such a booth, then you can earn a little jingle while enjoying three weekends of great acoustic music throughout the summer. Deadlines for each event are as follows:

	Application Deadline	Acceptance Notification
Telluride Bluegrass	March 12	March 26
RockyGrass	March 26	April 9
Folks Festival	March 26	April 9

Please note that due to the quantity of applications we receive, deadlines are strictly enforced. Applications must be postmarked on or before each deadline date. **Please do not call or e-mail to find out whether or not you have been chosen.** Those who are **accepted** will be notified prior to or on the acceptance deadline.

What We're Looking For...

* Telluride:

We are in search of 30 Craft Booths. We are once again expecting a sold out crowd of 11,500 lively Festivarians on each of the four days of the Festival.

* RockyGrass:

We are looking for 12 Craft Booths. We anticipate that we will once again be joined by 4,000 joyous Festivarians on each of the three days of the Festival.

✧ Folks Festival:

We are seeking 12 Craft Booths. We anticipate that we will once again be joined by 3,500-4,000 joyous Festivarians on each of the three days of the Festival.

General Booth Information

Booth space is limited to a single story, 10' X 10' square area, including all wires, stakes, poles etc. As vendors are placed in a line, each vendor is only given ten feet of space that is open to the crowd. Vendors are allowed an additional prep area directly behind their booth, which is not to exceed 10' X 10'. However, the size of individual prep areas varies by event and by booth location due to the physical layout of the festival grounds. Also, no vehicles are allowed in the prep area. If you require additional space you must make ADVANCE arrangements and you will be charged accordingly. Your booth fee includes only ten feet of space open to the crowd. If you require more, please submit a diagram of your booth and be prepared to pay for additional space. You are responsible for constructing, furnishing, lighting, maintaining and removing your own booth materials, leftovers and trash. You must have:

- ✧ An attractive, professional, maintained appearance.
- ✧ A professional looking sign - absolutely no neon or flashing lights!
- ✧ A booth with three sides and a protective, wind, rain and snow resistant roof.
- ✧ Quality merchandise.
- ✧ Courteous, friendly, music loving personnel.
- ✧ All booths must provide their own 5 lb. fire extinguisher and tie downs for all propane tanks.

The appearance and ambiance of your booth is critical to the overall atmosphere of each of the festivals and the audience's perception of the events as a whole. We highly encourage imaginative booth designs, flags, banners, etc. and expect cleanliness and a safe, well-maintained area for all Festivarians.

At each of the events the concessions line is laid out on dirt, so it can get a bit dusty. We do water the area in front of the booths throughout each of the festivals in an attempt to keep the dust to a minimum.

Due to the ever-changing weather conditions in Colorado, we recommend that concessionaires lay down some type of flooring (preferably wood) in their booths to avoid the possibility of damaged merchandise due to snow, rain and mud. **Be prepared for any and all types of weather.**

Booth Fees

Booth fees for each event include:

- ✧ Use of a 10' X 10' space with an additional prep area as described above.
- ✧ Two Nontransferable Weekend concessionaire tickets, which include rights for primitive camping. These tickets are ONLY for use by people working your booth. If you are going to need single day tickets instead of the weekend passes, please let us know at least two weeks before each event. Children 12 and under are always free to all Planet Bluegrass events.
- ✧ One vehicle pass for admittance onto the festival grounds. Each booth is allowed to bring in one vehicle to assist in setting up your booth. Once you are set up, you will need to park your car in the concessions parking area.
- ✧ For the Telluride Bluegrass Festival only, one vehicle barricade pass for admittance into the Town of Telluride.

◆ **Telluride-** Booth fees are \$1,125 for Craft booths. Additional employee tickets are \$185 for a 4-Day Pass and \$60 per day for single day tickets.

- ◆ **RockyGrass-** Booth fees are \$535 for Craft booths. Additional employee tickets are \$130 each for a 3-Day Pass and \$50 per day for single-day tickets.
- ◆ **Folks-** Booth fees are \$415 for Craft booths. Additional employee tickets are \$110 each for a 3-Day Pass, \$45 for Friday and \$50 each for Saturday and Sunday

Please be sure to order your extra tickets early! Due to the fact that we have experienced sell out capacities over the past few years, additional tickets most likely will not be available at the festivals.

Booth Selection

With each passing year, we have seen an increase in both the quality and quantity of applications we receive. This makes the process of picking the lucky few who will join us on Planet Bluegrass more and more difficult. We are interested in incorporating actual Artisans and crafts people (i.e. products that are created by the concessionaire in the booth vs. items that are imported) into the lineup, in order to add to the overall creative ambiance of each event. In the juried selection process we take the following into account, in roughly the order stated:

- ❁ Handmade and/or self designed products.
- ❁ Uniqueness, creativity and quality of products.
- ❁ Previous relationship with Planet Bluegrass, including; sales success, event cleanup, as well as staff and other concessionaire relations.
- ❁ Community and county residency.
- ❁ Willingness to comply with sponsorship, recycling, composting and other production plans.
- ❁ Applications to have booths at other Planet Bluegrass events.
- ❁ Complicated or unusual physical needs, including set up, size, electrical, etc.
- ❁ Willingness to remit sales tax within the county.

Booth Placement

Booth placement is included with the acceptance information and is made at the discretion of Planet Bluegrass based on the following:

- ✱ Previous sales success, based upon sales tax remittance.
- ✱ Previous history with Planet Bluegrass and booth number requested.
- ✱ Special set up, size, or electrical requirements.
- ✱ Marketability of product as decided by Planet Bluegrass.

Deposit

A booth deposit of \$100 is required for each festival. The deposit is collected to ensure payment of sales taxes, respect for the festival grounds, and proper clean up. Deposits will be returned by mail (generally within one month), after an inspection of your site by a representative of Planet Bluegrass and your sales taxes have been paid. Your site must be clean with all trash, building materials, food leftovers and waste removed from the area. If you leave your taxes or area in disarray, you will be forever banned from being a Planet Bluegrass concessionaire.

Electrical

Each booth will be supplied with two 110 volt outlets. Any additional power needs must be specifically set forth in the application.

You will need to furnish your own interior and exterior lighting. All electrical equipment that requires electricity and all other electrical conducting equipment including steam tables, grills, power strips, or multi outlet taps and extensions cords must be grounded and rated for OUTDOOR USE. Extension cords should be 14/3 and at least 50 feet long (preferably 100 feet). We ask that each booth bring electrical tape with them to waterproof all connections. All the power outlets in the festival grounds are very sensitive to moisture and will trip the circuit breakers if extension cords aren't grounded or if any connections between cords get wet. Detailed electrical requirements will be set forth in the acceptance letter.

Pets

No pets. No pets. No pets. No exceptions.

Insurance

All concessionaires must have insurance before they will be admitted to the festival grounds. If you have an active liability insurance policy for a minimum of \$1,000,000, and can provide a certificate of insurance, great. Please staple a copy to each event application that you are submitting. If your policy will be renewing between the application deadline and the event, it is your responsibility to make sure that we have a copy of the current certificate at least two weeks prior to the beginning of the event.

If you don't have your own policy, we need to collect \$75 per event, and will provide you with a certificate of insurance upon request. If you fail to include a certificate or payment, and we are unable to contact you prior to our purchase of the festival insurance policy, be forewarned that you will be added to the policy and therefore liable for the \$75 before you will be given access to the festival grounds.

Employees & Families

As always, children 12 and under are free and we encourage everyone to bring their families to all Planet Bluegrass events. Upon arrival, please bring all children to the Box Office to get a kid's wristband. We have had some problems in the past with children twelve and under not being able to gain access to concessionaire areas through restricted gates, due to their children's wristband. If you have children or employees that are twelve and under, **be forewarned** that they will only be allowed to enter the area through the front of your booth. Please make all of our lives easier, and only hire employees over the age of twelve.

Product Restrictions

Due to town contracts, no glass containers, Styrofoam, breakable plastic, carry-in alcohol or weapons are allowed in the festival grounds. Please adjust your product line accordingly.

If you carry products that are made of glass or other materials that could be potentially harmful if broken, you will be required to supply and use packing materials such as boxes or bubble wrap to ensure that these items can be transported outside the festival grounds without any damage to the item or to any fellow Festivarians.

Booth acceptance is based on the understanding that you will sell only those items listed on your application. You may not sell any additional items without our express consent. In addition, you may not sell any items that refer to the festivals, such as "Telluride Bluegrass," "Bluegrass in Telluride," "Bluegrass," "Planet Bluegrass," "RockyGrass," "The Rocky Mountain Bluegrass Festival," "The Folks Festival," "Folks," etc. In some cases we make arrangements for the licensing of our goodwill, but we strictly protect our tradename and would hate for you to have a garage of inventory and nothing to do with it. Please call should you have any questions at all.

Taxes

Sales taxes must be paid on all items sold at the Festival. If you have your own local sales tax license, then you may remit your taxes directly to the state. However, you must report your gross sales to Planet Bluegrass at the end of the Festival. If you do not have your own sales tax license, you may remit your sales tax to Planet Bluegrass and we will pass it along to the state.

Application Procedure

To apply, please complete and return the following, postmarked on or before the above stated deadlines:

- ✦ Signed applications including detailed PRODUCT DESCRIPTIONS (not just product names) and PRICES of each and every item that you intend to sell. **PLEASE NOTE** that beer and other beverages are sold by special interest groups at each event. To prevent duplication, all beverages you plan to sell must be listed on your application, and items will be approved or denied in the acceptance letters.
- ✦ Booth Fees, Deposit, Insurance fees (if applicable) and any fees for additional tickets. Please write separate checks for each event. All checks should be made to Planet Bluegrass.
- ✦ A certificate of insurance (if applicable). Please enclose one copy per application submitted.
- ✦ Any propaganda (slides, photos, actual samples etc.) you may have to convince us of the uniqueness of your products. If you would like any of your propaganda returned, please enclose a self addressed, stamped envelope with your application materials.

Acceptance

On the date of acceptance notification as set forth above, I will call or e-mail all of those lucky concessionaires who have been accepted. Shortly after notification I will deposit the checks of accepted applicants and return the checks of those declined. Additional details and other important information will be sent upon acceptance.

Feel free to call or e-mail with any questions. Because I work from my home office most of the time, e-mail is my preferred method of communication. However, you may leave me a voice mail and I will get back with you as soon as possible.

We are eagerly at work on another great festival season for everyone. Any comments you can provide regarding any area of the show will be greatly appreciated!

Mail all information to: Laura Larson
 Planet Bluegrass
 PO Box 769
 Lyons, CO 80540
 (303) 823-0848 Ext. 108 (303) 823-0849 Fax
 laura@bluegrass.com

I am anxiously awaiting your replies!

Laura Larson,
Vendor Coordinator
On Planet Bluegrass