



COUNTY OF AMHERST

Public Information Officer

AMHERST COUNTY ADMINISTRATION BUILDING
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For Immediate Release

June 1, 2018

Sponsorships and Vendors Needed for Amherst County Fair

Amherst County is looking for Sponsors and vendors for the Amherst County Fair. The fun, open atmosphere of a community-driven county fair offers businesses like yours a chance to market and promote your products and/or services, engage consumers, generate leads, make sales and build a positive community image throughout Amherst County and the region. Our Ribbon Sponsorship Program offers many ways to support the fair while promoting your business/organization. Contributions are tax deductible for businesses and individuals!

The Amherst County Fair will be making its first appearance in 40 years this summer. The fair will be August 16th through the 19th. There will be many activities for the whole family to enjoy. Some of these events include: Agriculture competitions, baking competitions, live music, rides, local vendors, fireworks and much more.

If you would like to be a sponsor or vendor please contact Vanessa Angus at (434)946-0990. Attached below is the vendor guideline and policy agreement and the sponsorship agreement form.

Additional information may be obtained from Layney Sandifer at lesandifer@countyofamherst.com or (434)946-9400.

Amherst County Fair 2018 Vendor Guidelines & Policy Agreement

GENERAL POLICIES

The County of Amherst retains control and management of the Amherst County Fair at all times and shall have the right at all times to enforce all rules and regulations described hereto and shall have the right to eject all persons who fail or refuse to comply with the guidelines.

1. **VENDOR SPACE:** The Fair reserves the right, in its sole discretion, to accept, to reject, to move, reposition or exclude any vendor or Exhibitor as it deems necessary. Vendor spaces will be reserved only after payment is received in full. Each non-food vendor space is 12x12, food vendors space is 15x15 (additional space may be given if required for mobile kitchen). Food Vendors will have an allotted amount of space at the discretion of the Fair Director. Please make any special requests in your vendor application.

2. **SET UP AND TEAR-DOWN:**

Vendors (Non-Food) must have exhibits and products in place by 2:00pm on Thursday, August 16 or by 10:00am on Friday, August 17.

Food Vendors must be prepared for inspection by 2:00pm on Thursday, August 16 or by 10:00 am on Friday, August 17.

Fairgrounds will open for set up at 9:00am on Thursday and 9:00am on Friday. If you need to set up at a different time you may make a request to the Fair Director. No Vendors are allowed to set up or move allotted space without supervision of Fair Director. Teardown may begin at 6:30pm on Sunday and must be completed by noon on Monday, August 20. Vendor spaces need to be clear of any trash or debris at the conclusion of the fair. Violating this policy may result in not being accepted as a vendor at future fairs.

VENDOR VEHICLES AND PARKING: Vehicles, with the exception of Food Trucks, will only be permitted in the fairgrounds during the set-up period. Vendor passes will be issued and must be displayed on the dashboard of the vehicle to access the fairground. Vehicles may be used for restocking or deliveries before the fair begins daily however, all vehicles, with the exception of Food Trucks, must be moved to a designated parking area at least one hour before the fair opens to the public. Violating this policy will result in immediate towing at the expense of the owner and may result in not being accepted as a vendor at future fairs. Vendors are not permitted to operate any recreational vehicles, four wheelers, mopeds, etc. within the fairgrounds.

3. **VENDOR AND EXHIBIT HOURS:** Vendors must be open and staffed each and every day (Friday, Saturday, Sunday with Thursday being optional) at published opening and remain open until 10:00pm Thursday, Friday and Saturday. Vendors must remain open until 6:00pm on Sunday. The Fair reserves the right to adjust the closing time based on certain conditions. i.e. attendance, weather, crowd size, etc.

4. **ELECTRICAL AND WATER CONNECTIONS:** Electricity and exclusive, constant water access will not be provided. We highly recommend vendors provide some sort of lighting within their vendor spaces. If electricity is needed, quiet generators are recommended.

5. **CHARACTER OF EXHIBIT:** Vendors recognize and acknowledge the unique reputation of the Fair in the community. The Fair is dedicated to the production and presentation of wholesome, family entertainment. Exhibitor shall not exhibit, sell, or display any product or good contrary to that described in the Agreement. Exhibitor shall not exhibit, sell or display weapons including those such as Chinese stars, firearms, guns, knives, etc., or nuisance items such as laser pointers, pepper spray, stink bombs, etc. No roving concessions or exhibits are permitted, and no agent, employee, volunteer, or other representative of Exhibitor shall be permitted to roam about the Fairgrounds as part of the exhibit or concession. Other prohibited exhibits include the sale of permanent tattoos, body piercing, and pornographic materials. The sale and/or exhibit of any live animal must be approved by the Fair Director.

6. **MEDIA MACHINES AND LOUD SPEAKERS:** If audio and/or video equipment is used they must run without noise reaching beyond ten (10) feet of exhibit space and video screens must be placed in the exhibit space so that spectators watching them will not block the aisle. In addition, no sound may be amplified by an exhibitor, which can be heard clearly more than ten (10) feet from exhibit space. No drones are allowed on premises.

7. **TV AND RADIO SHOW:** Any Exhibitor who desires to have a regular or special radio or TV broadcast or, televise directly from an exhibit or concession space, shall first obtain the Fair Director's written approval, which approval may be arbitrarily withheld or conditioned.

8. **FREE SAMPLES:** Free samples of food, beverage or any other product may be given away so long as it does not impede the sales of food and beverage vendors. Prior approval by the Fair Director is required.
9. **TRASH REMOVAL:** Trash removal will be provided by Fair staff throughout the fair. However, exhibitors are responsible for providing trash bags and trash cans or boxes of at least 30 gallons in size. Trash cans will not be provided for vendors.
10. **PETS:** Animals of any kind, except those involved in exhibitions, demonstrations or those used as licensed service animals, are not allowed. Please make other arrangements for your pets.
11. **ALCOHOLIC BEVERAGES/TOBACCO PRODUCTS:** Vendors are not allowed to consume alcohol in the area of their rented space during the hours of operation of the fair. Alcohol must be consumed in the beer garden and purchased from the beer garden. No tobacco products are allowed to be sold on the fairgrounds and must be consumed in designated smoking areas.
12. **FIRE EXTINGUISHERS:** All concessionaires using a generator, propane or any flammable type device must have at a minimum a multipurpose dry chemical extinguisher rated at least 2A-15BC, or a CO2 extinguisher with at least a 15C rating. All concessionaires cooking in deep fat fryers or ordinary fryers creating grease vapors must have, at a minimum a Class K fire extinguisher in addition to a multipurpose dry chemical extinguisher rated at least 2A-15BC, or a CO2 extinguisher with at least a 15C rating, and otherwise comply with the requirements of law, rule and ordinance of any governmental agency having authority over such matters. If applicable, high-pressure CO2 cylinders should be secured to a permanent wall or partition. All fire extinguishers must be in the booth space provided and readily accessible to the vendor as an inspection by the Fire Marshal will occur. Failure to comply will result in the vendor being asked to shut their down operations until compliance is made or being asked to leave the fair with no reimbursement of the application fee.
13. **OVERNIGHT CAMPING:** No overnight camping, tent camping, sleeping or any such act on the Fairgrounds, or in any building or in any other area controlled by the Fair without the written consent of the Fair Director, which approval may be arbitrarily withheld in the sole discretion of the Fair Director. Exhibitor shall not allow or permit any open fires on the Fairground.
14. **SECURITY:** The Fair will provide security at the fairgrounds. The Fair does not warrant or insure against theft, vandalism, or any loss due to natural consequences such as hurricane, flooding, etc. or any other loss, such as fire, to a vendor and the Exhibitor shall obtain insurance to provide for any such loss and waives any claims for loss or damages against the Fair. Vendors are solely responsible for the safety and security of their own tangible personal property or tangible personal property owned by a third party but within vendor's possession, custody or control. Vendor expressly waives any claim against Fair, its officers, employees and agents for any loss or damages.
15. **WEAPONS AND FIREARMS:** Weapons and Firearms are prohibited on the Fairground. Sweet Briar College has graciously provided this space for the Amherst County Fair and parking. The College has a policy of prohibiting firearms, crossbows, knives other than jack-knives and buck knives, and other weapons from its property. If you have weapons of any kind, you will be denied entry to the Fairground and parking areas. **ALL WEAPONS AND FIREARMS PROHIBITED.**
16. **FOOD VENDORS:** All food vendors must operate within all health codes and it is the vendor's responsibility to apply for a health department permit at least 2 weeks prior to the event. If you do not have your health permit prior to the fair, you will not be allowed to open.
17. **SUCCESS:** The Exhibitor agrees that it is solely responsible for its success. The Fair makes no warranty or representation as to historic or anticipated attendance, or revenue, from the Event.
18. **BEHAVIOR:** All vendors are expected to behave in a respectable manner and work willingly with all Fair staff and volunteers. The Fair Director reserves the right to remove any vendor at any time for inappropriate behavior, violation of vendor policy or violating health or safety codes.



Amherst County Fair Vendor Application

Thank you for your interest in joining the Amherst County Fair.

This very special event will provide your business with exposure to a large audience. Join us August 16-19, 2018 at the fairgrounds on Sweet Briar Drive in Amherst!

Fairground hours will be:

Thur: 4pm-10pm (optional vendor day)

Fri: 12pm-10pm; Sat: 11am-10pm; Sun: 12pm-6pm

Vendor fees per space (all 4 days of the fair): \$250 for Food Vendors; \$150 for Non-Food Vendors; \$75 for Non-Profit Vendors.

After reading the Vendor Guidelines & Policy Agreement, please complete the form below and return with payment (check or money order) payable to Amherst County.

Mail to: **Amherst County Fair - Attn: Vendors, PO Box 13 Amherst, VA 24521 by July 16, 2018.**

Food/Beverage vendors are required to include a copy of a menu with prices. Spaces are assigned on a first come, first come basis. Only a select number of similar vendors will be accepted. The Fair Committee reserves the right to refuse any application. Application fees are non-refundable after 7 days of the dated written approval letter. To ensure the opportunity for a booth space at the Amherst County Fair please submit your application and payment as soon as possible to avoid delays.

Applications are for consideration of space only, and do not guarantee you a location at the Fair. If accepted into the fair you will be notified in writing. If your application is not approved, you will receive written notification and your previously submitted payment for vendor fees returned.

Local Vendor Preference may be given to Amherst County businesses and organizations that apply by April 30, 2018.

Business Name _____

Contact Name _____ Phone Number _____

Email _____ Website _____

Mailing Address _____

Type of Exhibit and Sales _____

Do You Intend to Provide Free Samples (list items)? _____

Description of Booth Set-Up

Past Events/References

1. _____

2. _____

3. _____

How many vendor spaces (12x12 non-food vendors; 15x15 food vendors) do you require? _____

Please contact Vanessa Angus, County Fair Director, with any questions
Email: vanessa.angus@amherstcountyfair.com / Phone: (434) 946-0990
By completing this application, you are agreeing to all vendor policies.

Be an Amherst County Fair Sponsor!

August 16-19, 2018

The fun, open atmosphere of a community-driven county fair offers businesses like yours a chance to market and promote your products and/or services, engage consumers, generate leads, make sales and build a positive community image throughout Amherst County and the region. Our Ribbon Sponsorship Program offers many ways to support the fair while promoting your business/organization. Contributions are tax deductible for businesses and individuals!



Reach a diverse audience and gain unparalleled exposure. Be a fair sponsor!

PRESENTING SPONSOR - \$10,000



As the Presenting Sponsor, you will receive the highest level of sponsorship recognition.

- Exclusive recognition as the Presenting Sponsor
- VIP opportunity to speak on stage and address attendees during the event
- Logo recognition as the Presenting Sponsor on all printed marketing materials distributed prior to the event, and on all media alerts and media advertisements
- Prominent logo on banner to be placed on the ferris wheel
- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo, business description and link on website sponsor *and* home page
- Logo on fairgrounds map and website map page
- Prominent logo placement on event banner at the fairgrounds entrance and exit
- Right to use County Fair logo in marketing materials and promotional items
- Sponsorship acknowledgement throughout the 4-day event
- Admission and Ride passes and VIP parking passes (10 admission passes & 10 VIP wristbands for one session of rides)
- First choice product display space

Blue Ribbon/Presenting – \$5,000 or more



- Prominent logo on banner to be placed on the ferris wheel (*first come/first serve – 4 sponsors max. Sponsor covers cost of banner*)
- Logo on all event printed materials
- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo, business description and link on website sponsor page
- Logo on fairgrounds map and website map page
- Prominent logo placement on event banner at the fairgrounds entrance and exit
- Right to use County Fair logo in marketing materials and promotional items
- Sponsorship acknowledgement throughout the 4-day event
- Admission and Ride passes (10 admission passes & 10 VIP wristbands for one session of rides)
- VIP parking passes (4)
- Second choice product display space

Red Ribbon/Attraction – \$2,500 or more

- Co-op advertising opportunity and mention on broadcast advertisements
- Prominent logo at sponsored attraction or competition location
- Logo, business description and link on website sponsor page
- Logo on fairgrounds map and website map page
- Logo on printed promotional materials
- Right to use County Fair logo in marketing materials and promotional items
- Admission and Ride passes (10 admission passes & 5 VIP wristbands for one session of rides)
- VIP parking passes (4)
- Product display space

Yellow Ribbon/Competition – \$1,000 or more

- Logo on competition or attraction signage
- Logo and link on website sponsor page
- Logo on printed promotional material
- Right to use County Fair logo in marketing materials and promotional items
- Admission and Ride passes (10 admission passes & 2 VIP wristbands for one session of rides)
- Product display space

White Ribbon/Supporter – \$500 or more

- Business name and link on website sponsor page
- Business name on printed promotional material
- Admission (10 admission passes)

Friends of the Fair - \$150 or more

- Business name and link on website sponsor page
- Business name on printed promotional material



Amherst County Fair Sponsorship Agreement



THIS SPONSORSHIP AGREEMENT is made and entered into this _____ day of _____ by and between AMHERST COUNTY FAIR and _____
It identifies sponsorship terms for the 2018 Amherst County Fair.

Sponsorship Level: _____ Amount: \$ _____

TERMS:

Sponsorship agreements due no later than June 15, 2018. An invoice will be provided. Full sponsorship amount due by July 13, 2018.

Sponsor Representative Date _____

Amherst County Fair Representative Date _____

SPONSOR CONTACT INFORMATION:

Phone _____ E-mail _____

Mailing Address _____

Website: _____ Social Media URL: _____

Make checks or money order payable to Amherst County
Mail to: Amherst County Fair – P.O. Box 13, Amherst VA 24521

NOTES: