



HTJ Day Presents:

5th Taste of the Deep South Festival

**Sat. & Sun., Nov. 6 & 7, 2021; 11:00AM–8:00PM each day
Riverfront Plaza, 300 River Rd South, Baton, Rouge, LA 70802**

Baton Rouge, LA (9/01/2021)... The **5th Taste of the Deep South Festival** will take place Sat, & Sun., Nov. 6 & 7 at Riverfront Plaza located in Downtown Baton Rouge (300 River Road South, Baton Rouge, LA 70802). Festival hours are 11:00am to 8:00pm each day.

This family friendly event is **free to the public** and features blues, soul, R&B and gospel music. Along with the entertainment, the Festival features a Vendor's Village and of course a wide variety of food vendors serving the rich food of the Deep South. There's lawn seating, so bring your chairs. Basic VIP tickets that include food, soft drinks, photo ops and a reserved seating area are \$25 per person. Enhanced VIP tickets for two that include T-shirts, music downloads and additional perks are \$100.

Started 5 years ago as the Henry Turner Jr. Day Celebration (HTJDay), this annual food and music Festival was established to salute individuals, organizations, and companies for their ongoing philanthropic efforts to improve the quality of life for people in all walks of life in the Baton Rouge community.

This year, the Festival was renamed and given an expanded theme due to the popularity of last June's 4th Annual Baton Rouge Soul Food Festival. The city-wide interest this Festival created made us realize that Baton Rouge was ready for another food Festival.

This year, HTJDay takes on the challenge of presenting a food & music festival that represents the vast variety of food found in the Deep South. So, get ready for a weekend of great food from Louisiana and its surrounding southern neighbors, incredible music from local and national touring musicians and lots of fun at Riverfront Plaza. This park is located next to the USS Kidd on the Mississippi River on Sat. & Sun., Nov. 6 & 7, 2021 at the 5th Taste of the Deep South Festival!

###

I want to participate, what must I do?

THE APPLICATION Your signature is needed on each page of the application which is in PDF format. It is also available in MSWord format on request.

ONLINE LINKS TO THIS FESTIVAL APPLICATION:

1. Links to Vendor Packet for this Festival:
<https://ewmediagroup.com/applications/>

Note: this application cannot be filled out online, it must be downloaded first.

TO PAY FOR THIS MARKET, you can pay with a cash or money order but, if you would like to charge it to a credit card, please:

1. after you download & fill out the application;
2. go to our website, <https://www.ewmediagroup.com/Payments> and make your payment; NOTE: The form you fill out online is not the application.

TO SUBMIT THE APPLICATION, you can

1. scan & email it to don@ewmediagroup.com;
2. FAX it to me toll-free at 866-875-8960 – no cover page needed;
3. snail-mail it to me:

EWMedia, 6606 FM 1488, #148-116, Magnolia, TX 77354.

If you do snail mail it to me please call me and let me know

WHAT HAPPENS NEXT?

The website will send you a receipt immediately upon payment. We will send you another receipt before the Market to make sure we are on the same page as far as what you are ordering and what you have paid.

LOAD-IN INFORMATION

On the Wednesday evening before the Festival, I will email you load-in information. Although there is general load-in information in the vendor packet, this information may be superseded by the load-in information you get the week of the Festival.

QUESTIONS

We would appreciate you sharing any Festival publicity you receive with your own mailing list. Please call or email if you have questions.

APPLY FOR THIS FESTIVAL

The 3-page Vendor Application is included in this packet.

Pay online or view a schedule of upcoming shows: www.ewmediagroup.com

Vendor Management by EWMedia Group

6606 FM 1488, Ste 148-116, Magnolia, TX 77354

don@ewmediagroup.com * www.ewmediagroup.com

832-413-2217, 866-875-8960 - Toll-Free Phone/FAX

APPLICATION BEGINS ON NEXT PAGE...

5th Taste of the Deep South Festival - Vendor Application

Sat. & Sun., Nov. 6 & 7, 2021; 11:00AM–8:00PM each day

Riverfront Plaza, 300 River Rd South, Baton, Rouge, LA 70802

Contact: Don Schwarzkopf, 832-413-2217 * 866-875-8960 - toll-free phone/fax * don@ewmediagroup.com

Company: _____ Contact Name: _____

Business Phone: _____ Home: _____ Alternate: _____

Fax: _____ Email: _____ Web: _____

Address: _____ City _____ State _____ Zip _____

Size of Tent, Truck, Trailer (include hitch) _____ Items Sold: _____

2-DAY BOOTH RENTAL FEES

Download application & pay online @ www.ewmediagroup.com

List Your Fees	10x10	10x15*	10x20	Type of Booth/Service <i>Festival only provides space – no tents, tables or chairs</i>
	\$300	\$375	\$480	COMMERCIAL see Page #3, #20 for larger booth sizes
	\$150	\$185	\$240	ARTS & CRAFTS / NON-FOOD SALES
	\$115	\$145	N/A	NONPROFIT BOOTH (Sales)
	\$75	\$75	\$75	ELECTRICITY 1 (110v/20a) – more? see page 3, #22 - #25
	\$330	\$410	\$500	FOOD / FOOD TRUCKS - limit 3 pre-approved entrees Optional: Plus one item from the Official Deep South List
	\$40	\$40	\$40	BEVERAGE FEE – Required to sell beverages
	\$250	\$310	N/A	DESSERT / SPECIALTY
	\$25	\$25	\$25	LATE FEE - Applications Postmarked after 10/15/2021
\$	TOTAL Your Fees			* 5 exterior feet creates 2 selling sides - see Page 2 #2

APPLICATION & PAYMENT: Make checks & money orders payable to: *EWMedia*

1. After 10/01/2021 - only credit cards, cash, cashier's checks or money orders accepted.
2. Online registration & credit card payments may be made at: www.ewmediagroup.com
3. Include deposit & late fee with payment along with:

APPLY	a. Application & payment - sign all pages	due 10/21/2021
	b. List of items you sell	due 10/21/2021
	c. Submit Electrical Needs & picture of plug	due 10/21/2021
	d. Food Vendors–Required Insurance Binder – See #8	due 10/21/2021

Mail Application & Payment To: Don Schwarzkopf – EWMedia Group
6606 FM 1488, Ste 148-116, Magnolia, TX 77354

RELEASE: Applicant's signature on this application releases and forever discharges the Henry Turner Jr. Listening Room Museum Foundation, Henry Turner, Jr., EWMedia, The City of Baton Rouge, Parish of East Baton Rouge, all sponsoring organizations, their elected officials, directors, employees, and volunteers from any responsibility, personal liability, or claims of loss or damage arising out of, or in conjunction with participation in the Taste of the Deep South Festival. The Festival is not responsible for any injury sustained by exhibitors, patrons or guests. Applicant stores and exhibits, their goods at their own risk. I understand that EWMedia contracts with the Festival to provide vendor management and does not retain any vendor funds. In addition, I/we have read and agree to abide by all festival regulations stated in this packet or risk removal from Festival site without refund.

Print Name _____ Signature _____ Date: _____, 2021

1. **CONFIRMATION AND BOOTH ASSIGNMENT:** Booth space is limited and vendors are selected on first-come/first-serve basis. Acceptance and booth location are determined by the date application and full payment are postmarked. We will send a payment receipt immediately and a load-in information packet approximately 3-days before the Festival.
2. **BOOTH SPACE:** Spaces are 10'x10' or 10'x20' (see #20 for larger sizes). For an additional fee, you may be able to rent 5 feet of additional space external to your booth, allowing you to sell out of 2 sides of your booth. See the 10'x15' column on the Rental Fee chart on the first page of this application.
3. **SALES / SUBLEASING:** Sales must take place within your booth space. No subleasing of booths allowed. **Festival only provides the space; Vendors must provide their own tents, tables, chairs, etc.**
4. **EQUIPMENT RENTAL:** The Festival is not renting equipment. For suggestions, contact us.
5. **EXCLUSIVITY** – Types of merchandise sold must be included in application and approved by festival. For an exclusive on any product call 832-413-2217 or email don@ewmediagroup.com
6. **LATE FEES** - Applications paid after 11/01/2021 incur a \$25 late fee.
7. **FOOD VENDORS:** Vendors may sell **3 pre-approved entrées plus a bonus entrée from the Festival's Soul Food List. Beverage Sales require a \$40 fee. Temporary Health Permit** - Contact us for info. You must have a **Fire Extinguisher** (Rated 2-A, 10-B:C or better or Rated K if cooking in oil) with a **current inspection sticker. Flooring** – you must have flooring – we will send requirements;
8. **REQUIRED FOOD VENDOR INSURANCE:** Food vendors must have a minimum \$1 million per occurrence, \$2, million general aggregate liability insurance naming the following as **Additional Insured:** The Baton Rouge Soul Food Festival, Henry Turner, Jr. The City of Baton Rouge, Parish of East Baton Rouge and EWMedia. Call us if you need help securing this – **do not call the week of the Festival.**
9. **SITE PROTECTION AROUND YOUR BOOTH:** Flooring requirements for food booths are set by the City of Baton Rouge. We will send you those after you apply. They are not difficult but it is the vendor's responsibility to ensure that no grease or other waste gets onto the concrete or the grass. You will be charged for steam cleaning if there is a problem.
10. **WASTE DISPOSAL:** it is responsibility of each vendor to keep the booth and the surrounding area clean. Vendors must provide their own garbage receptacles and garbage bags. Double-bag food waste. Vendors failing to abide by waste disposal guidelines may lose their deposit.
11. **EVENT DAY SETUP:** Vendors will not set up until fees are paid. **Location:** Riverfront Plaza, 300 River Rd South, Baton, Rouge, LA 70802 **Vendor Check-in** begins early Sat, & Sun, Nov. 6-7, 2021. You will be assigned to one of 3 load-in times. The **Day-of Information Packet** you receive 3 days before the Festival will give you specific instructions. You will not be able to pull up to your booth, so bring a dolly. Bring your receipt as only paid vendors will be allowed into the unloading area. Vendors who have not applied and paid are not guaranteed space. **Vehicles:** Not allowed on festival grounds. Vendors requiring restocking of supplies may re-enter the festival with a dolly. **Parking:** There is extensive parking close to the festival site. More information, see **Day-Of Event Info Packet. Business Hours:** Vendors must be ready for business by 10:00 AM Sat. & Sun **Tear Down** Not before 8PM on Sat, & Sun.
12. **PROHIBITED:** Vendors may not sell alcohol, drug paraphernalia, guns, fireworks, weapons, apparel displaying profanity or sexually explicit items.
13. **SALES TAX:** It is the vendor's responsibility to adhere to city and state tax guidelines in the collection and payment of sales tax.
14. **ONLY ITEMS** listed in your vendor application and approved by the festival may be sold.
15. **SECURITY:** The Festival has security including overnight security on Sat. night. Vendors are solely responsible for the security of their cash, coupons, equipment, goods, inventory, supplies or any other property. On Sat night we recommend you remove your valuables. You can leave your tents, tables & chairs but do not leave valuables.
16. **FESTIVAL GUIDELINES** will be strictly monitored. If violations occur, two warnings will be issued. Additional violations will result in removal from the Festival site by Police without refund.
17. **SOUND LEVELS:** Vendors may not play their own music at this event.
18. **ACTS OF GOD:** The festival producers, promoters, sponsors, staff/employees, volunteers, etc. are in no way responsible or liable for personal adversity or acts of God.

Print Name _____ Signature _____ Date: _____, 2021

- 19. **RAIN OUT POLICY:** If a date is cancelled due to rain, technical problems or any other act of God beyond the control of the festival the following shall apply: If a rain date for the Festival is scheduled, Vendor may set up and the basic booth fee only will be waived. Other fees will still apply.
- 20. **OVERSIZE COMMERCIAL** – Booths with an internal volume greater than 10’ x 20’ shall include a 5 foot external to tent perimeter on the 2 sides adjacent to the front of the booth. **Pricing:** (tent not provided) Tents larger than 1200 sq. ft. require the presence of a Fire Marshal along with fire extinguishers and signage. Contact don@ewmediagroup.com for pricing, assistance and sourcing of these tents.
- 21. **LODGING:** Festival Vendors, employees, contractors & attendees seeking discounted rates at local hotels. To get these discounts, contact Dee at Deech Global Travel @ 225-747-0057 deechgtt@gmail.com

ELECTRICAL WORKSHEET

- 22. **ELECTRICITY:** We provide (1) 20-amp, 110-volt circuit for \$75. Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable to reach service. No light-duty cords. **NOTE: If you are requesting a 30 or 50 amp circuit, send us a picture of your plug.**
- 23. **GENERATORS** are not allowed with two exceptions. If you have an inverter generator such as a Honda Silent Generator, an exception may be possible. Battery sound boxes may also be allowed. Prior approval required for both. Contact us @832-413-2217.
- 24. **ELECTRICAL NEEDS APPLICATION: Vendors whose electrical needs exceed (1) 20-amp, 110-volt circuit must submit this information for each piece of equipment by Oct. 1, 2021.** If you do not complete this form, we can’t incorporate your needs into the electrical design plot of the Festival and your booth will not be supplied with electricity. An electrician may be available (at your expense) on-site during the Festival if you have a problem. Vendor coordinator must be notified in advance of your needs.
_____ **Total pieces of electrical equipment you use.** (Example: fryers, warmers, heat lamps, etc...)

List each piece of equipment: *The amps, watts, and volts are stamped on the name plate on each piece of electrical equipment. Each major appliance, cooler, grill, deep fat fryer, etc. must have its own circuit.*

1. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____

2. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____

3. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____

4. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____

5. Type of Equipment: _____
Voltage _____ Amps _____ Watts _____ Phase _____

25. Electrical Pricing

- \$ 75.00 - 20-amp, 110-volt circuit - Vendor must have 100' cable or more to reach power supply
- \$ 150.00 - 30-amp, 110 volt circuit - Vendor must have 150' cable or more to reach power supply
- \$ 150.00 - 30-amp, 208 volt circuit - Vendor must have 150' cable or more to reach power supply
- \$ 225.00 - 50-amp, 208 volt circuit - Vendor must have 150' cable or more to reach power supply

Print Name _____ **Signature** _____ **Date:** _____, 2021