



STRATFORD HALL
WINE &
OYSTER
FESTIVAL

September 18, 2021: 10 am - 6 pm
September 19, 2021: 11 am - 4 pm

Please review the following guidelines and details before submitting a vendor application.

General Information

Festival Location:

483 Great House Road
Stratford, VA 22558

Important Dates:

After April 15: Vendor applications available; open enrollment until the festival has reached maximum vendor capacity. Vendors will be notified of acceptance on a rolling basis.

June 1: Payment due

July 15: Vendor cancellation deadline for a full refund

September 18 & 19: Wine & Oyster Festival

Early Set-up Available: Friday, September 17 from 2 - 6 pm

Set-up: Saturday, September 18 from 7 - 9 am

Take-down: Sunday, September 19 from 4 - 5 pm

Booths:

Brewery- 10'x20' space

Distillery- 10'x20' space

Food Vendor- 10'x20' or 10'x30' space

Retail/Artisan Vendor- 10'x10', 10'x20', or 10'x30' space

Demonstrator- 10'x10' space

Non-Profit Organization- 10'x10' space

Oyster Grower- 20'x20' tent

Winery- 30'x30' shared tent (15'x15' per winery)

Festival lay-out is completed based on vendor classification. Around the perimeter of the Oval: demonstrators, entertainment, wineries, breweries, distilleries, and food vendors. Center of the Oval: artisan and retail vendors. Placement for vendors is determined by booth requirements selected on the application. Note: food vendors will be placed on a first-come basis, beginning Friday, September 17 at 2 pm for easier access/set-up. All other vendors will receive assigned placement prior to September 18.

Retail/Artisan Vendors: If you choose to share a 10x10 booth space with a friend, please notify the Event Coordinator ahead of time. The booth fee will increase \$50. You may each have your own ID, but it is important we have both vendor ID's prior to the festival. Your application must represent all products to be sold by both parties.



Set-up and Take-down:

Vendor set-up is available beginning at 2 pm on September 17 and should conclude by 6 pm. Stratford staff will check in all vendors to address questions and concerns. Any booth space not occupied by the set-up deadline will be considered forfeited and will be offered to a vendor on our waitlist. Vendors may restock your inventory during the festival as you choose. You may also store additional inventory underneath your table if you have a tablecloth for easy restocking.

Take-down will begin promptly at 4 pm on Sunday, September 19 and should conclude by 5 pm. The visitor experience is of utmost importance, so you may not begin take down until the festival site has cleared and the Stratford staff has given verbal instructions to begin take down. Vendors who disregard this request will be assessed a \$25 fine and will be in jeopardy of future festival participation.

Set-up and take-down is allowed through pre-determined points on the Oval. Please be prompt and move as quickly as possible as we have a limited window of time to move vendors on and off the Oval.

Advertising:

As vendors you may be highlighted on our website, Facebook, Instagram and other marketing material in the weeks leading up to the event. We'll pull from the photos you submit in your application or from your feeds with your permission, so make sure to send us images you're proud to share!

We encourage vendors to advertise through their own social media platforms as well!

Electricity and Wifi:

Access to electricity will be prioritized for wineries, breweries, distilleries, food vendors, as well as oyster growers. Connection is not guaranteed; vendors should be prepared to operate business as usual in the event Stratford loses access to electricity on the Oval.

Wifi is anticipated to be available to vendors; however, connection may be slow or disrupted due to volume. Network and login information will be provided during event set-up. Throughout the festival, please limit wifi use to business-only activity.

Fees:

Notifications will be sent on a rolling basis and you will receive an invoice for your fees associated with the festival, based on application selections. Payment is due to Stratford Hall on or before June 1, 2021. If an application is submitted after June 1, and payment is not received within 30 days of invoice date your booth space will be released.

Vendor Cancellation:

For those who decide not to participate, we will be sad to see you go, but we will refund your fees only until a specific date (July 15). After that date, fees are non-refundable.



Guidelines for Vendors by Classification

Retail/Artisan Vendors, Demonstrators, and Non-Profit Organizations:

To foster a unique festival experience, we strive to include items that are original, handmade, uniquely designed and or locally produced. By agreeing to our terms and conditions, you commit to only selling and demonstrating products and offerings that fall under one or more of these criteria. Anything not in compliance with these efforts, will not be accepted into the festival. If we have questions regarding the nature of your products, we will contact you to clarify before disqualifying the product. Our festival is juried to ensure our vendors are the top of the line. We hope that's you!

Products you bring to the festival must fall within descriptions and categories listed in your application. Products must also follow all applicable local, state and federal laws for the type of product you offer. It is your responsibility to know which laws apply to your products and to ensure that they are compliance with all copyright, food handling, labeling, labor, and any other laws, rules or regulations that apply. All products from vendors that are found to be in violation will be removed from the festival.

Stratford Hall will provide:

- Access and exclusive use of specified assigned space for purposes of selling/demonstrating during the Wine & Oyster Festival
- Trash receptacles
- End of day trash and recycling pick-up
- Two complimentary non-drinking wristbands per day
 - Non-drinking wristbands can be upgraded at vendor support and entitles the holder a tasting wristband and an event wine tasting glass. Valid ID required.
- Parking in designated areas- "vendor parking"

Participating vendors agree to the following:

- Vendors agree to participate both days of the festival
- Booth will be staffed during all hours that the festival is open to the public
- All sales are unconditionally guaranteed
- All set-up and take-down responsibilities and necessary equipment. Stratford is unable to assist.
- Tables and displays are not to extend beyond the designated booth
- Wristbands must always be worn
- Provide all necessary equipment for transacting sales
 - Wifi may not be available
 - Square electronic transaction devices are permitted on-site
 - ATMs are not available on-site



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Wineries:

Stratford Hall will provide:

- Access to a shared 30'x30' tent
- Trash receptacles
- Two 8 ft. tables and 4 chairs
- One water cooler
- \$100 pouring fee
- End of day trash and recycling pick-up
- Two complimentary non-drinking wristbands per day
 - Non-drinking wristbands can be upgraded at the vendor support and entitles the holder a tasting wristband and an event wine tasting glass. Valid ID required.
- Parking in designated areas- "vendor parking"
- Transportation of purchased wines to customer wine "pick-up" tent

Participating vendors agree to the following:

- Remote licensing permits will be completed and submitted to Virginia ABC.
- Vendors agree to participate both days of the festival
- Booth will be staffed during all hours that the festival is open to the public
- All sales are unconditionally guaranteed
- All set-up and take-down responsibilities and necessary equipment. Stratford is unable to assist.
- Tables and displays are not to extend beyond the designated booth
- Wristbands must always be worn
- Provide all necessary equipment for transacting sales
 - Wifi may not be available
 - Square electronic transaction devices are permitted on-site
 - ATMs are not available on-site
- Certificate of Insurance (COI) sent to Stratford Hall by September 3, 2021. The certificate will need to list Robert E. Lee Memorial Association (RELMA) as an additional insured. Note: Failure to comply will result in cancellation of the winery application to participate in the festival.
- Sales of wine by the glass, bottle, and case.
- Identification tags for purchased wine for "pick-up tent"
- To the ground/full coverage tablecloths
- Other suggested items: water pitchers, ice, containers to chill wine, buckets to carry ice, handcarts, wine bags/cartons for customers

Oyster Growers:

Stratford Hall will provide:

- A 20'x20' tent for each grower
- Designated parking for refrigerated trucks behind assigned booth
- Two 8 ft. tables and 4 chairs
- Gray water tanks (and removal) for growers (shared by all growers)



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- Washing station, soap and paper towels for growers as per Westmoreland Health Department guidelines.

Participating Oyster Growers agree to the following:

- Responsible to meet and satisfy Virginia state health requirements
- Provide all paper products, forks, hot sauces, and crackers
- Offer a variety of prepared oyster recipes, including at least one cooked option.
- Sell raw oysters at an agreed festival price (\$1.25)
- Provide own signage listing menu and offerings and prices
- Certificate of Insurance (COI) sent to Stratford Hall by September 3, 2021. The certificate will need to list Robert E. Lee Memorial Association (RELMA) as an additional insured. Note: Failure to comply will result in cancellation of the winery application to participate in the festival.
- All set-up and take-down responsibilities and necessary equipment. Stratford is unable to assist.
- Tables and displays are not to extend beyond the designated booth
- Wristbands must always be worn
- Provide all necessary equipment for transacting sales
 - Wifi may not be available
 - Square electronic transaction devices are permitted on-site
 - ATMs are not available on-site

Food Vendors:

Stratford Hall will provide:

- Either a 10'x20' or 10'x30' space based on selection on application
- Designated parking for refrigerated trucks behind assigned booth

Participating Food vendors agree to the following:

- Responsible to meet and satisfy Virginia state health requirements
- Provide own signage listing menu and offerings and prices
- Accept Stratford employee meal vouchers valued at \$10 each.
- Certificate of Insurance (COI) sent to Stratford Hall by September 3, 2021. The certificate will need to list Robert E. Lee Memorial Association (RELMA) as an additional insured. Note: Failure to comply will result in cancellation of the winery application to participate in the festival.
- All set-up and take-down responsibilities and necessary equipment. Stratford is unable to assist.
- Tables and displays are not to extend beyond the designated booth
- Wristbands must always be worn
- Provide all necessary equipment for transacting sales
 - Wifi may not be available
 - Square electronic transaction devices are permitted on-site
 - ATMs are not available on-site



Breweries and Distilleries:

Stratford Hall will provide:

- Access to a s10'x20' space
- Trash receptacles
- One 8 ft. table and 2 chairs
- End of day trash and recycling pick-up
- Two complimentary non-drinking wristbands per day
 - Non-drinking wristbands can be upgraded at the vendor support and entitles the holder a tasting wristband and an event wine tasting glass. Valid ID required.
- Parking in designated areas- "vendor parking"

Participating vendors agree to the following:

- Remote licensing permits will be completed and submitted to Virginia ABC.
- Tickets will be sold to participants via Stratford and proceeds will be shared. Vendors will be contacted separately with logistical information regarding sales.
- Vendors agree to participate both days of the festival
- Booth will be staffed during all hours that the festival is open to the public
- All sales are unconditionally guaranteed
- All set-up and take-down responsibilities and necessary equipment. Stratford is unable to assist.
- Tables and displays are not to extend beyond the designated booth
- Wristbands must always be worn
- Provide all necessary equipment for transacting sales
 - Wifi may not be available
 - Square electronic transaction devices are permitted on-site
 - ATMs are not available on-site
- Certificate of Insurance (COI) sent to Stratford Hall by September 3, 2021. The certificate will need to list Robert E. Lee Memorial Association (RELMA) as an additional insured. Note: Failure to comply will result in cancellation of the winery application to participate in the festival.
- To the ground/full coverage tablecloths