



SPRING FESTIVAL

Saturday, May 11, 2024 (11am - 7pm)

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

Festival Location:

483 Great House Road
Stratford, VA 22558

Important Dates:

January 1: Vendor applications available; open enrollment until the festival has reached maximum vendor capacity. Vendors will be notified of acceptance upon receipt of application. Payment is due for confirmation of participation. You will be contacted by a member of the events team to collect credit card payment following application submission.

March 29: Vendor cancellation deadline for a full refund

May 11: Spring Festival

Early Set-up Available: Friday, May 10 from 2 - 6 p.m.

Set-up: Saturday, May 11 from 8:30 - 10:30 a.m.

Take-down: Saturday, May 11 from 7 - 8 p.m.

Booths:

Brewery- 10'x20' space-\$325 or
\$400 based on booth preference

Distillery- 10'x20' space (\$425)

Winery- 10'x20' (\$425)

Food Vendor- 10'x30' space (\$325)

Retail/Artisan Vendor- 10'x10' (\$125), 10'x20' (\$150), or 10'x30' space (\$175)

Demonstrator- 10'x10' space (\$125)

Retail/Artisan Vendors: If you choose to share a 10x10 booth space with a friend, please notify the Festival 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 p.m. on May 10 and should conclude by 6 p.m. 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 7 pm on Saturday, May 11 and should conclude by 8 pm. The visitor experience is of utmost importance, so you may not begin take-down until the festival site has cleared. 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, which is the circular area of the festival.

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 breweries, wineries, distilleries, and food vendors. Connection is not guaranteed; vendors should be prepared to operate business as usual in the event Stratford Hall loses access to electricity on the festival site.

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 activities.

Stratford Hall does not provide ice to vendors. Please plan accordingly and bring coolers of ice if you need any.

Stratford Hall staff and festival volunteers are **not** available to help unload your vehicles and assist with set-up. We do not provide volunteers to help work your booth. Please staff your booth accordingly.

Fees:

Payment is due with vendor application.

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 (March 29). 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. Stratford Hall strives to be a welcoming environment for all visitors and as such, any offensive or partisan products are not permitted, including but not limited to political slogans, offensive language or images. Non-compliant efforts and products will be removed from 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 follow 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 Spring Festival
- Trash receptacles
- End of day trash and recycling pick-up
- Complimentary event wristbands for staff will be passed out prior to start of festival
- Parking in designated areas- “vendor parking”

Participating vendors agree to the following:

- Vendors agree to participate the entire day of the festival
- If selling food products, please send your Certificate of Insurance (COI) sent to Stratford Hall by May 1, 2023. The certificate will need to list Stratford Hall as an additional insured
- 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 Hall staff and volunteers cannot assist in set-up
- 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:

- 10'x20' booth space with or without tent based on preference.
- Trash receptacles
- End of day trash and recycling pick-up
- Complimentary event wristbands for staff will be passed out prior to start of festival
- Parking in designated areas- “vendor parking”
- Transportation of purchased bottles to customer wine “pick-up” tent

Participating vendors agree to the following:

- Breweries and distilleries are responsible for securing remote licensing permits to be completed and submitted to Virginia ABC. Questions? Please contact your local ABC Agent

for assistance.

- Vendors agree to participate entire day of the festival
- Breweries agree to sell draft beer as a 16oz pour
- Breweries and distilleries must provide beverage cups. Pilsner souvenir glasses will be available for purchase at the festival
- Booth will be staffed during all hours that the festival is open to the public
- All sales are unconditionally guaranteed
- 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
- 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 of beer by the glass/bottle
 - 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 May 1, 2023. The certificate will need to list Stratford Hall as an additional insured. Note: Failure to comply will result in cancellation of the brewery or distillery application to participate in the festival.
- To the ground/full coverage tablecloths

Wineries:

Stratford Hall will provide:

- Access to a 10'x20' tent
- Trash receptacles
- Two 8 ft. tables and 4 chairs
- End of day trash and recycling pick-up
- Complimentary event wristbands for staff will be passed out prior to start of festival
- 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.
- Wineries must provide beverage cups. Pilsner souvenir glasses (16.75oz glass) will be available for purchase at the festival
- Vendors agree to participate entire day 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 May 1, 2023. The certificate will need to list Stratford Hall 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 tasting, 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

Food Vendors:

Stratford Hall will provide:

- 10'x30' space
- Designated parking for refrigerated trucks behind assigned booth
- Complimentary event wristbands for staff will be passed out prior to start of festival

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.
- Certificate of Insurance (COI) sent to Stratford Hall by May 1, 2023. The certificate will need to list Stratford Hall as an additional insured. Note: Failure to comply will result in cancellation of the 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

Festival Re-entry Policy:

All ticket holders will be allowed to enter and exit the festival once. No re-entry permitted.

Inclement Weather Policy:

We'll do our best to proceed with the event as scheduled, but if severe weather prohibits us from hosting the festival Saturday, May 11, Stratford Hall may delay the start, interrupt, or cancel the event in the event of a weather emergency. In the case of weather postponement, we will work to secure a new date within 90 days of the original date. If we are unable to reschedule the event within that time frame, a refund will be issued. Stratford Hall is an open-air venue and cannot guarantee refuge to patrons in the event of severe weather.