

Vendor Management by EWMedia Group
6606 FM 1488, Ste 148-116, Magnolia, TX 77354
832-413-2217, 866-875-8960 - Toll-Free Phone/FAX
don@ewmediagroup.com * www.ewmediagroup.com



Black Heritage Society's:

41st Original MLK, Jr Birthday Parade & Holiday Festival

Mon. Jan. 21, 2019; Hermann Square Park, 900 Smith, Houston 77002

The legacy of Dr. Martin Luther King, Jr. lives on in Houston! On Mon., Jan. 21, 2019, the 41st Annual "Original" MLK, Jr. Birthday Parade and Holiday Festival will take place in Downtown Houston. The Houston Martin Luther King, Jr. Parade Foundation, Inc. and the Black Heritage Society will ring in the new year with the only Houston parade officially licensed by the King Center of Atlanta, GA. Both events are FREE to the public.

The Parade starts at the corner of Smith & McKinney located in front of Houston's City Hall and Hermann Square Park (900 Smith, Houston 77002). This is also the location of the 2nd Annual MLK, Jr. Holiday Festival. Come celebrate the 41st Anniversary of Houston's and the nation's first MLK, Jr. birthday parade celebration. The Parade begins promptly at 10:00 AM.

The Parade will be immediately followed by the 2nd Annual MLK, Jr. Holiday Festival. This FREE family-friendly festival will feature popular and cultural food cuisines and desserts along with arts, crafts and community-based vendors. You will also find kid-friendly activities and live musical performances.

Sponsors of this year's Parade & Festival include: the City of Houston, Radio One Houston an Urban One Company: 97.9 The Box, Majic 102.1 and 92.1 Radio Now, Citgo, HEB, Texas Lunar Festival, Timmy Chan's, Houston Federation of Teachers, Transport Workers Union, Communications Workers of America, Goya, Houston First, the Houston Astros Foundation and United Airlines.

APPLY FOR THIS FESTIVAL
The 3-page Application is included in this packet.
or download application & pay online at www.ewmediagroup.com/featured

Application begins on next page...

41st MLK, Jr. Birthday Parade & Holiday Festival

Mon. Jan. 21, 2019; Hermann Square Park, 900 Smith, Houston 77002

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, trailer, truck (include hitch): _____ Items Sold: _____

1-DAY BOOTH RENTAL FEES – tents, tables & chairs not included

This application can be filled out and paid online at: www.ewmediagroup.com

List Your Fees	Both Prices		Type of Booth/Service
	10X10	10X20	
	\$100	\$170	COMMERCIAL see Page #3, #21 for larger booth sizes
	\$50	\$85	ARTS & CRAFTS / NON-FOOD SALES
	\$35	N/A	NONPROFIT (501-c-3) BOOTH (Sales)
	\$75	\$75	ELECTRICITY - see p 3, #22 - #27
	\$50	\$50	BATTERY POWERED LIGHTING SYSTEM – see P3 #24
	N/A	N/A	No PROPANE at this event – *See P2 #7
	\$150	\$225	FOOD - limit of 3 pre-approved items – see p 2, #8-9
	\$100	\$170	FOOD TRUCKS - limit of 3 pre-approved items – see p 2, #8-9
	\$75	\$125	DESSERT / SPECIALTY -- see p 2, #8-9
\$	TOTAL		

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

1. **After 1/01/2019** - 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:**

A	a. Application & payment - sign all 3 pages	due 1/10/2019
P	b. List of items you sell	due 1/10/2019
P	c. List personnel	due 1/10/2019
L	d. List Electrical Needs & picture of plug	due 1/10/2019
Y	e. Food Vendors Insurance Binder (see #10)	due 1/10/2019

**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 Original MLK, Jr Birthday Parade & Holiday Festival, the Black Heritage Society, The City of Houston, EWMedia, 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 Original MLK, Jr. Birthday Parade & Holiday 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. 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:** _____, 2019

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. **BOOTHS:** We rent space only, no equipment Spaces are 10'x10' or 10'x20' (see #20 for larger sizes).
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 booths, tents, tables, chairs, etc.
4. **EQUIPMENT RENTAL:** The Festival is not renting equipment. For referrals, 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. **ELECTRICITY:** See next page #22 - 26
7. **PROPANE:** Cannot be used at this Festival.
8. **FOOD VENDORS:** Vendors may sell **3 pre-approved items plus beverages. Food Vendors must have a Temporary Health Permit** - City of Houston Health Dept, 8000 N. Stadium Dr., Houston, TX 77054; 832-393-5100 or Mon – Fri, 8 AM – 3 PM. You must have a **Fire Extinguisher** (Rated 2-A, 10-B:C or better or Rated K if cooking in oil) with **current inspection sticker**. Fire Marshal will inspect booths. **Flooring** – Vendor locations are on the asphalt. **Gray Water & Cooking Oil** – must be carried away from the site by vendor for disposed.
9. **REQUIRED FOOD VENDOR INSURANCE:** We require that you have a \$1 million per occurrence, \$2 million aggregate liability policy naming **the Original MLK, Jr Birthday Parade & Holiday Festival, the Black Heritage Society, The City of Houston, EWMedia, as ADDITIONAL INSURED.**
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. **Vendor Check-in** will begin Mon, 1/21/2019. 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 may 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 pre-applied and paid are not guaranteed space. **Vehicles:** Not allowed on festival grounds. after 8:00 AM. Vendors requiring restocking of supplies may re-enter the festival with a dolly. **Parking:** Free parking is available. There is extensive parking in garages close to the festival site. More info? See **Day-Of Info Packet**. **Business Hours:** Vendors must be ready for business by 9:00AM Sat. **Tear Down** may not begin until 4:00 PM unless you are instructed otherwise.
12. **BEVERAGE SALES:** Vendors may sell beverages at this Festival.
13. **PROHIBITED:** Vendors may not sell drug paraphernalia, guns & weapons or fireworks. No Glass.
14. **SALES TAX:** Houston's Sales Tax Rate is 8.25% It is the vendor's responsibility to adhere to city and state tax guidelines in the collection and payment of sales tax. Texas Sales Tax Info Line is: 800-252-5555
21. **ONLY ITEMS** listed in your vendor application and approved by the festival may be sold.
16. **SECURITY:** The site is fenced & the Festival has security. Vendors are solely responsible for the security of their cash, coupons, equipment, goods, inventory, supplies or any other property.
17. **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.
18. **SOUND LEVELS:** Vendors may not play their own music at this event.
19. **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.
20. **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.
21. **OVERSIZE COMMERCIAL** – Internal volume greater than 10'x20' **Price Quote:** 832-413-2217. Tents larger than 1200 sq. ft. require the presence of a Fire Marshal, fire extinguishers and signage. This will add additional cost. Contact don@ewmediagroup.com for assistance and sourcing of these tents.

Print Name _____ Signature _____ Date: _____, 2019

ELECTRICAL INFORMATION & 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.
- 23. **If you need a 20 or 50 amp connection you must provide us with pictures of your plug. Label your electrical equipment, including cables to prevent confusion with the electrical contractor’s equipment.**
- 24. **BATTERY-POWERED LIGHTING SYSTEM:** The professional quality system can power lights, computers and small electronics. Not for cooking. System consists of 2 overhead lights, 2 spotlights, & 2 USB Ports to charge phones it rents for \$50.
- 25. **GENERATORS** are not allowed. If you have a Whisper-Quiet or Honda Silent Generator, an exception may be possible. Pre-approval required - Contact us.
- 26. **ELECTRICAL NEEDS WORKSHEET:** Vendors whose electrical needs exceed (1) 20-amp, 110-volt circuit must submit this information for each piece of equipment 1 week before the Festival. If you do not submit this form, we won’t be able to incorporate your needs into the Festival’s electrical design and you will not be supplied with electricity. An electrician will be available (at your expense) on-site during the Festival if you have a problem. Summary: 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.*

- 3. 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 _____

27. Electrical Pricing

- \$ 75.00 - 20-amp, 110-volt circuit – Vendor must have 100’ 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:** _____, 2019