



## 46th Original MLK, Jr Parade & Festival

Mon. Jan. 15, 2024; 10:00 AM – 5:00 PM

City of Houston's City Hall

Hermann Square Park, 900 Smith, Houston 77002

The legacy of Dr. Martin Luther King, Jr. lives on in the **46th Annual Original MLK, Jr. Parade and Festival**. The Houston Martin Luther King, Jr. Parade Foundation, Inc., the Black Heritage Society & the City of Houston will ring in the new year with the nation's oldest and only Houston parade officially licensed by the King Center of Atlanta. The Festival and the Parade 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 (900 Smith, Houston 77002). This is also the location of the **MLK, Jr Festival**. Join us to celebrate the 46<sup>th</sup> Anniversary of Houston's first MLK, Jr. Parade.

The Parade and Festival begin promptly at 10:00 AM. This FREE family-friendly festival will feature popular and cultural food trucks and vendors along with arts, crafts, marketing and community-based vendors. You will also find kid-friendly activities and live musical performances on stage.

### APPLY FOR THIS FESTIVAL

The 4-page Application is included in this packet.  
or download application & pay online or view our schedule at  
<https://ewmediagroup.com/Applications>

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

Application begins on page 3...

## 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 <https://www.ewmediagroup.com/Payments> and make your payment; NOTE: The form you fill out online to use your card is not the Festival's application.

**TO SUBMIT THE APPLICATION**, you can

1. scan & email it to [don@ewmediagroup.com](mailto: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.

Download App, Pay Online, View Schedule:

<https://ewmediagroup.com/Applications>

Vendor Management by EWMedia Group

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

[don@ewmediagroup.com](mailto:don@ewmediagroup.com) \* [www.ewmediagroup.com](http://www.ewmediagroup.com)

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

Application begins on next page...

# 46th MLK, Jr. Parade & Festival Application

**Mon. Jan. 15, 2024; Hermann Square, 900 Smith, Houston 77002**

**Don Schwarzkopf, 832-413-2217 \* 866-875-8960 - toll-free phone/fax \* [don@ewmediagroup.com](mailto:don@ewmediagroup.com)**

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Home: \_\_\_\_\_ Alternate: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Web: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

A.) Are you a **Tent, Truck or Trailer?** \_\_\_\_\_ B. **Size** (length of footprint (include hitch)) \_\_\_\_\_ ft

C.) What do you cook with? \_\_\_\_\_ Propane \_\_\_\_\_ Electric \_\_\_\_\_ Wood/Coal

D. **Items You Sell:** \_\_\_\_\_

**1-DAY FEES – application can be paid for @ <https://ewmediagroup.com/payments/>**

List Your Fees	Booth Sizes / Prices		Type of Booth/Service
	10'X10'	10'X20'	
	\$200	\$300	COMMERCIAL see Page #3, #21 for larger booth sizes
	\$90	\$144	ARTS & CRAFTS
	\$150	\$240	MERCHANDISE / NON-FOOD SALES
	\$75	N/A	NONPROFIT (501(c)(3)) (Sales) (Submit LOD) (Limit 2)
	\$95	\$95	ELECTRICITY - see p 4, #23 - #28
	\$50	\$50	BATTERY POWERED LIGHTING SYSTEM – see P4 #24
	\$85	\$85	PROPANE
	\$200	\$300	FOOD - limit of 3 pre-approved entrees – see p 2, #8-10
	\$200	\$300	FOOD TRUCKS - limit of 3 pre-approved items – p 2, #8-10
	\$115	\$200	DESSERT / SPECIALTY -- see p 2, #8-10
\$	<b>TOTAL</b>		

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

1. **After 1/01/2024** - only credit cards, cash, cashier's checks or money orders accepted.
2. **Online registration & credit card payments:** [www.ewmediagroup.com](http://www.ewmediagroup.com)
3. **Include deposit & late fee with payment along with:**

<b>A</b>	<b>a. Application &amp; payment - sign all pages</b>	<b>due 1/1/2024</b>
<b>P</b>	<b>b. List of items you sell &amp; working staff</b>	<b>due 1/1/2024</b>
<b>P</b>	<b>d. List Electrical Needs &amp; picture of plug</b>	<b>due 1/1/2024</b>
<b>L</b>	<b>e. Food Vendors Insurance Binder (see #9)</b>	<b>due 1/1/2024</b>
<b>Y</b>	<b>f. Submit Permit / Receipt or your Medallion</b>	<b>due 1/1/2024</b>

**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 Parade & 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. Parade & 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. I understand that EWMedia contracts with the Festival to provide vendor management services only and does not retain any vendor funds.

**Print Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_, 20\_\_

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 is made or 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:** 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](mailto:don@ewmediagroup.com)
6. **ELECTRICITY:** See next page #22 - 26
7. **PROPANE:** Can be used at this Festival. Cost to vendors is \$85 (actual value to vendor is \$285. The difference is subsidized by the Black Heritage Society). **NOTE:** The propane fee covers the cost of the fire marshal, the propane company and the propane permit the Festival is required to have if propane is being used – it does not cover the cost of the propane you use. Be sure to come with a full tank as you will not be able to change tanks at the Festival.
8. **FOOD VENDORS:** Vendors may sell **3 pre-approved items plus beverages**. **Food Vendors must have a Temporary Health Permit** - 832-393-5100; [chs@houstontx.gov](mailto:chs@houstontx.gov)  
**Application & instructions:** <https://tinyurl.com/HouFoodPerm>. Fill out the application online, 1.) the Department will invoice you, 2.) pay online. 3.) submit invoice or Permit to us. If you are a **food truck with a Medallion**, submit a copy of the medallion to us. 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. **Gray Water & Cooking Oil:** are vendor responsibilities and must be carried away from the site by vendor for disposal.
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 & Festival, the Black Heritage Society, The City of Houston and EWMedia, as ADDITIONAL INSURED**. **You must submit the binder listing the Additional Insured to me before the week of the Festival. No binders accepted the week of the Festival. Call if you need help with this.**
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, 1/15/2024. 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 after 5:00 PM when police signal attendees have left the Festival grounds.

Print Name \_\_\_\_\_ Signature \_\_\_\_\_ Date: \_\_\_\_\_, 20\_\_

- 12. BEVERAGE SALES:** Food Vendors may sell non-alcoholic 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
- 15. ONLY ITEMS** listed in your 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 volumes 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](mailto:don@ewmediagroup.com) for assistance and sourcing of these tents.
- 22. LODGING:** Festival vendors, employees, contractors & attendees seeking discounted rates at local hotels / motels can contact Dee at Deech Global Travel @ 225-747-0057 [deechgtt@gmail.com](mailto:deechgtt@gmail.com).  
**NOTE:** To get these discounts, you must go through the agency, they are not available if you contact the hotel / motel directly. We work with Dee on all of our festivals.

**SEE NEXT PAGE FOR ELECTRICAL INFORMATION & WORKSHEET...**

*If you are not renting electricity from the Festival or using a generator, ignore next section*

**Print Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_, 20\_\_

**ELECTRICAL INFORMATION & WORKSHEET**

- 23. **ELECTRICITY:** We provide (1) circuit for \$95. Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable (100 ft) to reach service. No light-duty or indoor cords.
- 24. **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. If they don’t match, it is your responsibility to provide an adapter.**
- 25. **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. The system rents for \$50.
- 26. **GENERATORS** are not allowed. If you have an inverter type of generator such as a Whisper-Quiet or Honda Silent Generator, an exception may be possible. Sound boxes may also be allowed. Pre-approval is required - Contact us.
- 27. **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.*

- 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 \_\_\_\_\_

**28. Electrical Pricing**

- \$ 95.00 - 20-amp, 110-volt circuit – Vendor must have 100’ cable to reach power
- \$ 190.00 - 30-amp, 208 volt circuit – Vendor must have 50’ cable to reach power
- \$ 350.00 - 50-amp, 208 volt circuit – Vendor must have 50’ cable to reach power

**Print Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_, 20\_\_