



The 7th Baton Rouge Soul Food Festival

Sat. & Sun., May 18 & 19, 2024; 11:00AM–8:00PM each day;

The grounds of the East Baton Rouge Parish Main Library,
7711 Goodwood Boulevard, Baton Rouge, LA 70806

*Three days of Fabulous Southern Cuisine and Live Music, A Vendor's Village,
A Judged Soul Food Cooking Competition, and the Soul Food Pioneer Award
Pre-party, Thurs, May 16, 7:00 - Midnight at Henry Turner Jr.'s Listening Room*

Baton Rouge, LA (Feb. 21, 2024) ... **This family friendly event is free to the public.** It features blues, soul, R&B, gospel and Christian music, along with a Vendor's Village, a judged Soul Food Cooking Contest and Pioneer Award for contributions to the Soul Food Industry. Soul Foodie tickets that include food, soft drinks, photo ops are \$25. per person. VIP tickets for two that include T-shirts, a CD of "Now" by co-headliner Henry Turner Jr. & Flavor and additional perks are \$100.

A Pre-party will be held on Thurs., May 16 at Henry Turner Jr.'s Listening Room located at 2733 North Street, Baton Rouge, LA 70802, from 7:00pm - midnight. Admission is \$30 and includes a Soul Food buffet and no-host bar. For more information call 225-802-9681 or visit www.brsoulfoodfest.com

The stage lineup is expected to include Henry Turner Jr. & Flavor and the Listening Room All-stars Ervin "Maestro" Foster, Jim Masters, Kelton 'Nspire Harper, Pastor Leon Hitchens, Kevin White, poet Sir AP, comedian Eddie "Cool" Deemer, Owen Scott, Xavie Shorts, Princess Teha and country singer Susie Shepard, among others.

The Soul Food Cooking Competition, highlights regional favorites from Louisiana, Texas, Mississippi, Alabama, Georgia and Florida. Categories include Meats, Vegetable and Side Dishes, Breads and Desserts, Appetizers and Soups, Beverage and Ices. Criteria include Presentation, Taste, and the Story or History behind each dish. Ten entrants in each category will be pre-selected by the Soul Food screening committee. Upon acceptance the entry fee is \$20, \$30 for walk-ups, if slots are available. Contestants need to bring enough food for six people the day of their judging. First, second and third place prizes will be awarded in each category. Downloadable forms and additional instructions are available on the website. **Vendor slots are also available.**

The Pioneer Award for contributions to the Soul Food industry will be announced closer to the date. Past winners include Joe Delpit owner of the Chicken Shack, Cynthia Green of Owen's Grocery and Market, Ricky and Kawanda Griffin of Lizzie's Restaurant, Miss Dee of D's Southern Soul Café and Sean "The Bossman" Huey.

About the founder: Henry Turner Jr. is the founder of the Baton Rouge Soul Food Festival, A Taste of the Deep South (www.htjday.com) formerly Henry Turner Jr. Day, Baton Rouge Mardi Gras Festival

(www.batonrougemardifest.com) and the Ultimate Louisiana Party (www.ulparty.com). The latter was founded in 2011 while he was a touring musician. He wanted America to experience Louisiana Food and culture on tour stops throughout Texas, Arizona, California, Oregon, Washington, Utah and Virginia. Upon returning to his home town of Baton Rouge in 2014 he founded Henry Turner Jr.'s Listening Room (www.henrylisteningroom.com) and started the other festivals. He is a renowned musician and has been honored with two Henry Turner Jr. Day's Citations from the City of Baton Rouge and with Certificates as a Louisiana Music Ambassador from the State of Louisiana, the Louisiana Tourist Board and received a Slim Harpo Award for his contributions to the music industry. For more information on Henry Turner Jr. please go to www.henryturnerjr.com.

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 HTML 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 a money order, Zelle or PayPal..

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 decide to 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 Thursday morning before the Festival, I will email you load-in information. Although there is general load-in information in the vendor packet, this information is 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.

| |
|--|
| <p style="text-align: center;">APPLY FOR THIS FESTIVAL The 5-page <u>Vendor Application</u> is included in this packet. Apply & Pay online at: www.ewmediagroup.com</p> |
| <p style="text-align: center;">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</p> |

APPLICATION BEGINS ON NEXT PAGE...

7th Baton Rouge Soul Food Festival - Vendor Application

Sat. & Sun., May 18 & 19, 2024; 11:00AM–8:00PM each day;

The grounds of the East Baton Rouge Parish Main Library,

7711 Goodwood Boulevard, Baton Rouge, LA 70806

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 _____

A.) Are you a Tent, Truck or Trailer? _____ B. Size (length of your footprint (include hitch)) _____

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

D. Items You Sell: _____

2-DAY BOOTH RENTAL FEES You can Apply & pay online @ www.ewmediagroup.com

| List Your Fees Below | 10x10 | 10x15* | 10x20 | Type of Booth/Service Festival only provides space – no tents, tables or chairs |
|----------------------|----------------------|--------|-------|---|
| | \$270 | \$335 | \$395 | COMMERCIAL see Page #3, #21 for larger booth sizes |
| | \$170 | \$210 | \$255 | ARTS & CRAFTS / NON-FOOD SALES |
| | \$125 | \$155 | N/A | NONPROFIT BOOTH (Sales) |
| | \$85 | \$85 | \$85 | ELECTRICITY 1 (110v) – more? see page 3, #23 - #26 |
| | \$340 | \$425 | \$495 | FOOD / FOOD TRUCKS - limit 3 pre-approved entrees Optional: Plus one item from the Official Soul Food List |
| | \$150 | \$150 | \$150 | FOOD DEPOSIT – for Vendors who Cook with oil |
| | \$40 | \$40 | \$40 | BEVERAGE FEE – Required to sell beverages |
| | \$260 | \$325 | N/A | DESSERT / SPECIALTY |
| | \$25 | \$25 | \$25 | LATE FEE – Payments Received after 5/1/2024 |
| \$ | TOTAL Your Fees Here | | | * 5 exterior feet creates 2 selling sides - see Page 2 #2 |

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

1. After 5/1/2024 - only credit cards, cash, cashier's checks or money orders accepted.

2. Online Application & credit card payments may be made at: www.ewmediagroup.com

3. Include deposit & late fee if applicable with payment along with:

| | | |
|--------------|---|--------------|
| APPLY | a. Application, payment & Food Deposit - sign all pages | due 5/1/2023 |
| | b. List of items you sell | due 5/1/2023 |
| | c. Submit Electrical Needs & picture of plug | due 5/1/2023 |
| | d. Food Vendors – Required Insurance Binder – See #9 | due 5/1/2023 |

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, Main Library, 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 Baton Rouge Soul Food 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:** _____, 2024

1. **CONFIRMATION AND BOOTH ASSIGNMENT:** Booth space is limited and vendors are selected on a 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 2-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 5/1/2024 incurs 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. Deposits** - Vendors who cook in oil must provide a refundable \$150 deposit. **Flooring – Required** – we will send requirements. **Official Soul Food List:** Allows you to add a 4th entrée to the 3 entrée limit. Contact us for this list.
8. **REQUIRED FOOD VENDOR INSURANCE:** Food vendors must have a minimum \$1 million per occurrence, \$2, million general aggregate liability insurance. Submit a Certificate of Insurance COI (Acord Form) naming the following as **Additional Insured:** The Baton Rouge Soul Food Festival, Henry Turner, Jr., Main Library, Parish of East Baton Rouge and EWMedia. Call us if you need help securing this – **do not call the week of the Festival. Due 5/1/2024**
9. **SITE PROTECTION AROUND YOUR BOOTH:** Flooring requirements for food booths are set by the City of BR. We will send you those after you apply. 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. NOTE: **Vendors who use deep fryers must be in trucks or trailers. No deep fryers in tents.**
10. **WASTE DISPOSAL:** it is responsibility of each vendor to keep their 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:** 7711 Goodwood Boulevard, Baton Rouge, LA 70806 **Vendor Check-in** begins early Sat, & Sun, May 18–19 2024. You will be assigned to one of 3 load-in times. The **Day-of Information Packet** you receive 2 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 each night.
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.

Print Name _____ Signature _____ Date: _____, 2024

BRSF VENDOR AGREEMENT – GUIDELINES - Page 5 of 5

- 18. **LODGING:** Festival Vendors, employees, contractors & attendees seeking discounted rates at local hotels. Contact Dee at Deech Global Travel @ 225-747-0057 deechgtt@gmail.com.
- 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** – 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@wmediagroup.com for pricing, assistance and sourcing of these tents.

----- ELECTRICAL WORKSHEET -----

- 22. **ELECTRICITY FOR NONFOOD VENDORS ONLY:** We provide (1) election connection for \$85 per day (170). Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable to reach service. No light-duty cords.

NOTE: We cannot provide 30 or 50 amp circuits.

- 23. **GENERATORS** are not allowed with two exceptions.
 - 1. If you have an inverter generator such as a Honda Silent Generator, an exception may be possible.
 - 2. Silent :inverter” generators can be rented from tool rental companies.
 - 3. Battery sound boxes may also be allowed. Prior approval required for both.
 - 4 Contact us @ 832-413-2217 for approvals.

- 24. **ELECTRICAL NEEDS APPLICATION:** Vendors must submit this information for each piece of equipment by **May 1, 2024**. 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....)

- 25. **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 _____

26. Electrical Pricing

\$ 85.00/day or \$170 for the Festival - 110-volt circuit - Vendor must have 100' cable or more to reach power supply

Print Name _____ **Signature** _____ **Date:** _____, 2024