



Henry Turner Jr's Listening Room Museum Foundation presents

9th Baton Rouge Mardi Gras Festival

VENDORS – This celebration features one stage and takes place before, during and after the Spanish Town Parade – Baton Rouge's largest Mardi Gras Parade. The Parade route ends one block from the Festival's location. Parade crowd estimates range between 250,000 & 300,000 people. The last Festival (2020), had 9,000 people during the day. I have known Producer, Henry Turner since the 80's. His band was featured annually on the Bob Marley Festival Tour and he had a well-deserved reputation as the most business savvy musician on the Tour.

APPLY FOR THIS FESTIVAL

The 3-page Vendor Application is included in this packet.

Download Application, pay online or view upcoming shows: www.ewmediagroup.com
Vendor Management by EWMedia Group don@ewmediagroup.com or 832-413-2217

The 9th Baton Rouge Mardi Gras Festival will take place Sat, Feb. 26, 2022 from 10:00 AM to 7:00 PM at North Boulevard Town Square (222 North Blvd, Baton Rouge, LA 70801). This Festival showcases live music and features: a Vendor Village, art exhibits and Louisiana-inspired Food Court. The event is family friendly and FREE TO THE PUBLIC.

Headlining is one of Louisiana's favorite bands, Henry Turner Jr. & Flavor www.henryturnerjr.com. The Festival features blues, soul, R&B, reggae, gospel, jazz, pop, rock, spoken word and comedy. Other artists slated to appear to date are the Listening Room All-Stars including Kelton 'Nspire Harper, Owen Scott, Xavie Shorts, Pastor Leon Hitchens, Larry "LZ" Dillon and comedian Eddie "Cool" Deemer. The DJ's is Teddy "Lloyd" Johnson of Teddy's Juke Joint. Visit www.BatonRougeMardiGrasFestival.com for exact performance times and additional acts.

Sponsors of the 9th Baton Rouge Mardi Gras to date include Visit Baton Rouge, The Mayor-President's Office of Baton Rouge, Blue Runner, Cutting Edge Music Conference, NOLA Downtown Music & Arts Festival, Downtown Development District.

View the video PSA for this festival:

<https://www.youtube.com/watch?v=jvPEezpYI6w&feature=youtu.be>

Our thanks to Visit Baton Rouge for the billboard exposure.

For additional information, please visit www.BatonRougeMardiGrasFestival.com

Upcoming Louisiana Festivals on our schedule www.ewmediagroup.com/Schedule:

- **5th Baton Rouge Soul Food Festival – Baton Rouge – May 15 – 16, 2022**

Application Follows ...

9th Baton Rouge Mardi Gras Festival - Vendor Application

Sat, Feb. 26, 2022; 10AM-7PM @ Baton Rouge Town Square, 222 North Blvd, B. R., 70801

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

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

List Your Fees	10x10	10x15*	10x20	10x25*	Type of Booth/Service <i>Festival only provides space – no tents, tables or chairs</i>
	\$150	\$150	\$205	\$230	COMMERCIAL see Page #3, #21 for larger booth sizes
	\$100	\$125	\$180	\$195	ARTS & CRAFTS / NON-FOOD SALES
	\$75	\$75	N/A	N/A	JURIED ARTS & CRAFTS Pre-approval required P2, #7
	\$75	\$75	N/A	N/A	NONPROFIT BOOTH (Sales)
	\$75	\$75	\$75	\$75	ELECTRICITY 1 (110v/20a) – more? see page 3, #22 - #25
	\$200*	N/A	\$255*	N/A	FOOD - limit of 3 pre-approved items
	\$150*	N/A	\$180*	N/A	DESSERT / SPECIALTY
	\$25	\$25	\$25	\$25	LATE FEE - Applications Postmarked after 2/07/2022
\$	TOTAL			NOTE	* 5 exterior feet creates 2 selling sides - see Page 2 #2

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

1. After 1/28/2022 - 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. Application Requirements:

APPLY	a. Application & payment - sign all pages	due 2/07/2022
	b. List of items you sell	due 2/07/2022
	c. Electrical Needs Report	due 2/07/2022
	d. Food Vendors – Required Insurance Binder	due 2/07/2022

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 Ultimate Louisiana Party, Henry Turner, Jr., EWMedia, The City of Baton Rouge, 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 Mardi Gras 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: _____, 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 are postmarked. We will send a payment receipt immediately and a load-in information packet approximately 3-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’ & 10’x25’ columns 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 booths, 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 2/7/2022 incur a \$25 late fee.
7. **JURIED ARTS & CRAFTS** – Pre-approval required. Please find information/requirements at <https://ewmediagroup.com/juried-arts-crafts-program/>.
8. **FOOD VENDORS:** Vendors may sell **3 pre-approved items. Temporary Health Permit** - Contact us for information. Vendors 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** – you must have flooring;
9. **REQUIRED FOOD VENDOR INSURANCE:** Food vendors must have a minimum \$1 million per occurrence, \$2, million general aggregate liability insurance. **Additional Insured:** Your policy must name the following entities as Additional Insured: Ultimate Louisiana Party, Henry Turner, Jr. The City of Baton Rouge, Parish of East Baton Rouge, and EWMedia. You can use the following address for each of these entities: c/o EWMedia, 6606 FM 1488, Ste. 148-116, Magnolia, TX 77354
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. **Location:** Baton Rouge Town Square, Baton Rouge, LA 70802 <http://tinyurl.com/m9oxsoy>. **Vendor Check-in** will begin early Feb. 26, 2022. 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 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 pre-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 AM Sat. **Tear Down** may not begin until 7:00 PM.
12. **PROHIBITED:** Vendors may not sell 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. Vendors are solely responsible for the security of their cash, coupons, equipment, goods, inventory, supplies or any other property.
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.
18. **LODGING:** Festival Vendors, employees, contractors & attendees seeking discounted rates at local hotels. Rates start at \$55. Remember, this is Mardi Gras season and rooms will go quickly – don’t delay. Contact Dee at Deech Global Travel @ 225-747-0057 deechgtt@gmail.com.

Print Name _____ Signature _____ Date: _____, 20__

- 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@ewmediagroup.com for pricing, assistance and sourcing of these tents.
- 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. **NOTE: If you are requesting a 30 or 50 amp circuit, send us a picture of your plug.**
- 23. **GENERATORS Traditional generators are not allowed.** If you have an **inverter** type of generator (i.e. Honda Quiet Generator) an exception may be possible. **Battery sound boxes** may also be allowed. **Prior approval required for both.** Contact don@ewmediagroup.com, 832-413-2217 with Make & Model.
- 24. **ELECTRICAL NEEDS APPLICATION: Vendors whose electrical needs exceed (1) 20-amp, 110-volt circuit must submit this information for each piece of equipment by Feb. 7, 2022.** 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...)
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 _____

25. Electrical Pricing

- \$ 75.00 - 20-amp, 110-volt circuit - Vendor must have 100' cable or more to reach power supply
- \$ 150.00 - 30-amp, 110 volt circuit - Vendor must have 150' 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:** _____, 20__