13th Baton Rouge Mardi Gras Festival

Sat, Feb. 14, 2026; 10 AM – 7 PM

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. Annual Parade crowd estimates range between 250,000 & 300,000 people. The last Festival (2025), had 9,000 people during the day. I've known the 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 13th Annual Baton Rouge Mardi Gras Festival announces the stage lineup and sponsors for the following two events. **First up is a Pre-party on Thurs, Feb. 12 from 7 pm to midnight at Henry Turner Jr.'s Listening Room. The main festival will be held on Sat, Feb. 14 from 10 am to 7 pm at North Boulevard Town Square (**222 North Boulevard, Baton Rouge, 70801, LA**).**

The **Pre-party** is a sneak peek of some of the talent scheduled to play on the **Festival's Town Lawn Stage**. Admission includes a buffet and no-host bar. **Henry Turner Jr.'s Listening Room is located at 2733 North Street in Baton Rouge, LA 70802**. Performers expected to appear are Henry Turner Jr. & Flavor, the Listening Room All-Stars and special guests.

The Festival features continuous live music, a vendor's village, and food court. It's family-friendly and **FREE TO THE PUBLIC**. The stage features lawn seating, so bring chairs or blankets.

This year's festival lineup features blues, soul, R&B, reggae, gospel, jazz, pop/rock, country, and spoken word. Performers are Henry Turner Jr. & Flavor, the Listening Room All-Stars, including Ervin "Maestro" Foster, Kevin White, Kelton 'Nspire Harper, and King Solomon. Other acts will be announced closer to the Festival. (Visit the website for exact performance times and additional acts.)

Screenings of "We're Going Down to the Mardi Gras: The Making of Henry Turner Jr.'s Mardi Gras Festival," will be shown at the **River Center Library** at 2:00, 3:30 and 5:00 pm, located right next to the festival grounds. The 44 minute documentary is narrated by Turner and was produced by Michele Barnes for her Rebirth Shield Film Productions. For more information, including VIP packages with covered seating, food and drink tickets, call 225-802-9681 or visit www.batonrougemardigrasfestival.com.

The event is presented by Henry Turner Jr.'s Listening Room Museum. The Festival is sponsored by WBRZ.com.

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Upcoming Louisiana Festivals produced by Henry Turner
EWMedia's schedule: www.ewmediagroup.com/Schedule:

* **9th Baton Rouge Soul Food Festival – Baton Rouge, Sat. & Sun, May 17-18, 2026**
* **3rd Baton Rouge Neighborhood Fest - Baton Rouge, Sat. July 12, 2026**
* **10th A Taste of the Deep South - Baton Rouge, LA - Sat. & Sun., Sept. 11, 13-14, 2026**

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, pay with a cash, a money order, Zelle, PayPal or Venmo. 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 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 this vendor packet, the 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.

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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

APPLICATION BEGINS ON NEXT PAGE…

13th Baton Rouge Mardi Gras Festival - Vendor Application

Sat, Feb. 14, 2026; 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*_____

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

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

*D. Items You Sell/Serve*_____

_____

1-DAY BOOTH RENTAL FEES

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

List Your Fees	10x10	10x15*	10x20	TYPE OF BOOTH / SERVICE *Festival only provides space – no tents, tables or chairs*
	$165	$205	$245	COMMERCIAL see Page #3, #21 for larger booth sizes
	$99	$125	$150	ARTS & CRAFTS / NON-FOOD SALES
	$80	$100	N/A	JURIED ARTS & CRAFTS Pre-approval required P2, #7
	$80	$100	N/A	NONPROFIT BOOTH (Sales)
	$85	$85	$85	ELECTRICITY 1 (circuit) – more? see page 3, #22 - #25
	$190*	N/A	$285*	FOOD - limit of 3 pre-approved items
	$145*	N/A	$215*	DESSERT / SPECIALTY
	$25	$25	$25	LATE FEE - Applications Postmarked after 2/1/2026
$	TOTAL		NOTE	* 5 exterior feet creates 2 selling sides - see Page 2 #2

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

1. **After 1/15/2026 - only credit cards, Zelle, Venmo, Paypal, 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 1/15/2026
	b. List of items you sell	due 1/15/2026
	c. Electrical Needs Report	due 1/15/2026
	d. Food Permit App – submit to us	due 1/15/2026
	d. Food Vendors – Required Insurance Binder	due 1/15/2026

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 Henry Turner Jr's Listening Room Museum Foundation,, 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: _____ ____, 25**

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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: S**ales 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 2/1/2026 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 – Must be submitted to us, c**ontact us for the form. 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 your booth. **Flooring –** is required for food vendors you will receive more information after you register.
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: Henry Turner Jr's Listening Room Museum Foundation, Henry Turner, Jr. The City of Baton Rouge, Parish of East Baton Rouge, and EWMedia. Use this 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 your booth and surrounding areas clean. Vendors must provide their own garbage receptacles and garbage bags. Double-bag food waste and take it to the dumpster / trailer provided by the Festival.
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. 14, 2026. You will be assigned to one of 3 load-in times. The **Day-of Information Packet** you receive 3days 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. 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:** _____ ___**, 25**

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) circuit for $85. Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable to reach service. No light-duty cords. We cannot provide 30 or 50 amp connections.

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 who are requesting electricity must submit the following information for each piece of equipment by Jan. 15, 2026**. 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 _____

Print Name_____ **Signature**_____ **Date:**_____ ___**, 25**