



Henry Turner's Listening Room Museum Foundation Presents:

7th Taste of the Deep South Festival

Sat. & Sun., Oct. 7 & 8, 2023; 11:00AM–8:00PM each day
Riverfront Plaza, 300 River Rd South, Baton, Rouge, LA 70802

Baton Rouge, LA... The **7th Annual Taste of the Deep South Festival** will take place Sat, & Sun., Oct. 7 & 8 at Riverfront Plaza located in Downtown Baton Rouge (300 River Road South, Baton Rouge, LA 70802). This Plaza is located on the Mississippi River next to the docked destroyer, USS Kidd and its associated Museum. Festival hours are 11 a.m. to 8 p.m. each day.

This family friendly event is **free to the public**. **Day #1 will feature blues, soul, rock and funk music, and dance troupes. Day 2 will feature Reggae Music in all its forms.** Along with the entertainment, the Festival features a Vendor's Village and of course a wide variety of food vendors serving the rich food of the Deep South. There's lawn seating, so bring your chairs. **VIP Options:** Basic \$25 VIP Food tickets include 2 plates of food from the festival kitchen, 2 soft drinks and photo ops. Enhanced VIP tickets (\$100 for 2) include T-shirts, CD's of Henry Turner Jr. & Flavor, covered seating near the stage, food and sodas or water for 2 from the festival kitchen and alcoholic beverages for 2 from the festival bar, as well as additional perks to be determined. These tickets can be purchased at www.HTJday.com or at the Festival information booth onsite.

Started 6 years ago as the Henry Turner Jr. Day Celebration (HTJDay), this annual food and music Festival is has been renamed and given an expanded theme due to the popularity of May's 6th Annual Baton Rouge Soul Food Festival. The city-wide interest and success of this Festival made the team realize last year that Baton Rouge was ready for another food festival.

This year, the 7th Taste of the Deep South Festival will present the food, music and culture that represent the Deep South. So, get ready for a weekend of great food from Louisiana and its surrounding southern neighbors, incredible music from local and national touring musicians and lots of fun.

OTHER LOUISIANA FESTIVALS BY THIS TEAM

11th Baton Rouge Mardi Gras Festival – Sat. Feb. 10, 2024

7th Baton Rouge Soul Food Festival – Sat. & Sun. May 18 - 19, 2024

APPLICATION BEGINS ON NEXT PAGE...

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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 and returned via FAX, email or snail mail.

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 our website, <https://www.ewmediagroup.com/Payments> and make your payment; NOTE: The form you fill out online is not the application.
3. Payments received after 9/15/23 must include the \$25 late fee.

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.

LODGING: Festival Vendors, employees, contractors & attendees seeking discounted rates at local can contact Dee at Deech Global Travel @ 225-747-0057 deechgtt@gmail.com

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.

Pay online or view a schedule of upcoming shows: www.ewmediagroup.com

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

7th Taste of the Deep South Festival - Vendor Application

Sat. & Sun., Oct. 7 & 8, 2023; 11:00AM–8:00PM each day

Riverfront Plaza, 300 River Rd South, Baton, Rouge, LA 70802

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. Booth Size requested in feet (plus hitch) _____ feet

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

D. Items/Menu You Sell: _____

2-DAY BOOTH RENTAL FEES - Download application & pay online: www.ewmediagroup.com

List Your Fees	10x10	10x15*	10x20	Type of Booth/Service <i>Festival only provides space – no tents, tables or chairs</i>
	\$340	\$425	\$540	COMMERCIAL see Page #3, #20 for larger booth sizes
	\$170	\$212	\$275	ARTS & CRAFTS / NON-FOOD SALES
	\$115	\$145	N/A	NONPROFIT BOOTH (Sales)
	\$85	\$85	\$85	ELECTRICITY – Available to Nonfood Vendors <u>Only</u> see page 3, #22 - #25
	\$340	\$425	\$544	FOOD / FOOD TRUCKS - limit 3 pre-approved entrees Optional: Plus one item from the Official Deep South List
	\$45	\$45	\$45	BEVERAGE FEE – Required to sell beverages
	\$255	\$320	\$410	DESSERT / SPECIALTY
	\$25	\$25	\$25	LATE FEE - Applications Postmarked after 9/15/ 2023
\$	TOTAL Your Fees			* 5 exterior feet creates 2 selling sides - see Page 2 #2

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

- 1 After 9/01/2023 - 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:

APPLY	a. Application - sign all pages	due 9/15/ 2023
	b. Payment / Late Fee	due 9/15/ 2023
	c. List of items you sell	due 9/15/ 2023
	d. Food Vendors–Required Insurance Binder – See #8	due 9/15/ 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, 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 Taste of the Deep South 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: _____, 2023

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 or received. We will send a payment receipt immediately and a load-in information packet via email on Thursday morning 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 9/15/2023 incur a \$25 late fee.
7. **FOOD VENDORS:** Vendors may sell **3 pre-approved entrées plus a bonus entrée from the Festival's Southern Food List. Beverage Sales require a \$45 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. Flooring** – you must have flooring – we will send requirements;
8. **REQUIRED FOOD VENDOR INSURANCE:** Food vendors must have a minimum \$1 million per occurrence, \$2, million general aggregate liability insurance naming the following as **Additional Insured:** The 7th Taste of the Deep South Festival, Henry Turner, Jr. The City of Baton Rouge, Parish of East Baton Rouge and EWMedia. Call us if you need help securing this. **If you do not have insurance, we may be able to include you in the Festival's policy. We will have details on the cost in July. Note: if we do not have your C.O.I with the correct "Additional Insured" entities listed by Oct. 1, 2023, we will remove you from the Festival and refund your payments minus our fees.**
9. **SITE PROTECTION AROUND YOUR BOOTH:** Flooring requirements for food booths are set by the City of Baton Rouge. We will send you those after you apply. They are not difficult but 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.
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.** The Festival will have a waste trailer on-site. It is the vendor's responsibility to dispose of their trash bags in this waste trailer. Do not put them in the Festival's trash cans.
11. **EVENT DAY SETUP:** Vendors will not set up until fees are paid. **Location:** Riverfront Plaza, 300 River Rd South, Baton, Rouge, LA 70802 **Vendor Check-in** begins early Sat, & Sun, Oct. 7 & 8, 2023. You will be assigned to one of 3 load-in times. The **Day-of Information Packet** you receive Thurs. AM 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 on Sat, & Sun.
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.

Print Name _____ **Signature** _____ **Date:** _____, 2023

- 17. **SOUND LEVELS: Vendors may not play their own music at this event.**
- 18. **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.
- 19. **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.
- 20. **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.
- 21. **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.
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.

ELECTRICAL WORKSHEET

- 22. **ELECTRICITY FOR NONFOOD VENDORS ONLY:** We provide (1) connection for \$85. Vendors must provide their own lighting fixtures and enough grounded heavy-duty outdoor cable to reach service . No light-duty cords.
- 23. **GENERATORS** are not allowed with **2 exceptions**. If you have an inverter generator such as a Honda Silent Generator, an exception may be possible. Battery sound boxes may also be allowed. Prior approval required for both. Contact us @832-413-2217.
- 24. **ELECTRICAL NEEDS APPLICATION: Vendors who need electricity must submit this information for each piece of equipment by Sept. 15, 2023.** 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.**

List each piece of equipment: *The amps, watts, and volts are stamped on the name plate on each piece of electrical equipment..*

- 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:** _____, 2023