



64th Annual Howell Melon Festival

Business & Retail
Vendor Application
August 17th & 18th 2024

The 64th Melon Festival will be held in Downtown Howell on August 17th & 18th, 2024. Please read this application over closely. For questions & more information, please visit www.howellmelonfestival.com, call 517.546.0693 x7707, or email HowellMelonFestival@gmail.com.

2024 General Information

We seek a creative and diverse array of vendor items at reasonable prices, in conjunction with a family-friendly environment. While we try to limit the number of same-business vendors throughout the festival, we will not regulate the legalities of franchise agreements of having two of the same business vendors on-site (Origami Owl, Scentsy, Avon, Face-Painters, etc.). **Unless you are a registered food business (pre-packaged candy, beef jerky, salsa, pies, etc.), no booth may sell or provide homemade food or beverages (including water) as this is limited to our food vendors.**

Hours of Operation

Vendors must be fully staffed and open for business from the start of the event until close of each day. If a vendor chooses to close their booth early, they will forfeit their security deposit. If there is an emergency or you need to close before operating hours please contact the Festival Director beforehand.

Saturday, August 17th 2024 9:00am – 8:00pm

Sunday, August 18th 2024 9:00am – 5:00pm

Important Dates

Early Registration: Monday, January 8th 2024 – Sunday, June 30th 2024

Late Registration: Monday, July 1st 2024 – Wednesday, July 31st 2024

Vendor Fees

Absolutely **NO APPLICATION** will be accepted without payment, security deposit, & required paperwork. One vendor is permitted per booth space. If more than one 10x10 space is needed, please indicate the proper amount and total fee on you application.

Early Registration 10x10 Space: \$500.00

Late Registration 10x10 Space: \$650.00

Corner 10x10 Booth (4 available per block) \$100.00

Security Deposit (Refundable) \$100.00

*Additional Fee & Separate Check

*Separate Check & Stamped/Addressed Envelope

Security Deposit

A separate security deposit check of \$100.00 and a self-addressed, stamped envelope must be provided. If no self-addressed stamped envelope is provided, your security deposit will be shred. If no issues take place, your check will be returned by the first week of September. ***If you chose to pay with credit card, you will forfeit your security deposit.**

How to Lose your Security Deposit:

- Not cleaning up booth space
- Leaving booth unattended
- Closing booth before permitted hours
- Disrespecting festival staff, local authorities, other vendors, or patrons
- Selling non-approved items

Acceptance & Denial

All vendor space is subject to availability and approval. Decisions to approve vendor space shall be at the sole discretion of the Howell Melon Festival. All applications will receive due consideration. The application does not automatically reserve space and is only valid for the Howell Melon Festival event dates listed. You will receive an email with an acceptance or decline within 30 days after application is received

Refunds

No refunds of booth fees are given after notification of acceptance. Any violations of the rules, regulations, or other application city/state/county ordinances will result in immediate dismissal from the festival in which, no refund will be issued. **At the sole discretion of the Howell Melon Festival staff, any sales, displays, & activities that are inappropriate or offensive will be warned. In extreme cases, the vendor will be asked to leave if actions or sales continue and no refund will be provided.** No refunds will be given due to cancellation of the event by an Act of God, Local Authorities, or a weather related incident.

Insurance

As a part of our festival insurance, all vendors on-site during festival are required to have liability insurance for bodily injury and property damage for an amount of no less than \$1,000,000 combined single limit for the duration of the Howell Melon Festival (August 17th & 18th, 2024.). The Howell Area Parks & Recreation Authority **MUST** be named as an additional insured on the policy. In addition, your coverage should include product liability. **Proof of insurance must be submitted with the application to be considered for acceptance. NO EXCEPTIONS!**

***For more information, please contact your insurance provider.

Sales Tax & Licensing

A valid sales tax license must be included with your application. Vendors are required to pay all applicable sales tax and any other tax required by the city, state, or federal taxing authority. Vendors are responsible for licensing applicable in Livingston County & the State of Michigan. **If you are selling items, a copy must be submitted with application. NO EXCEPTIONS!**

Booth Location & Parking

Vendors will be located in the center of Grand River Ave, between Center St & Barnard Street. **The Howell Melon Festival booths will be assigned by the Festival Director in the best interest of the festival.** Information regarding location will be emailed the last week of July or first week of August. Once assigned, relocation will not be permitted.

Vendors must park their personal vehicles in the designated areas only. A map will be provided in July.

Set-Up & Tear Down

All vendors will be given 30 minutes to unload their vehicles. To help with traffic please, unload your items, park in the designated vendor parking area, then return to start your set-up. **The set-up time is 5:30am – 7:30am Saturday, August 17th.** All vehicles will be removed by 8:00am. Latecomers will **NOT** be accommodated and no refund will be issued. Each booth is required to have a 10x10 pop-up tent, tent weights (20 lbs. on all corners), tables, chairs, etc. **NO GROUND STAKES**, the street is concrete. Do **NOT** tape, tack, or otherwise affix any materials & signs to walls, trees, lamp posts, or other public & private property surfaces. All inventory boxes must be contained in designated booth area. You may **NOT** set-up on the grass, sidewalks, or street outside your booth. Vendors are required to transport and place their own booths, labor is not provided. Lastly, please respect your neighbors and patrons. **ALL BOOTHS MUST BE READY AT 9:00am.**

There will be no vehicle access of the event footprint during the Howell Melon Festival. Cars will not be permitted until 5:00pm Sunday or until police deem it safe to enter. **All streets will be opened to vehicular traffic by 7:00pm on Sunday, August 18th 2024.** Labor will not be provided to help tear-down any booths.

Security

Police, EMS, & professional security will monitor and be present throughout the Festival. The Howell Melon Festival, its sponsors, members, and participants assume no liability for loss/damage to vendor cash, wares, & property. Precautions will be taken to guard against loss/damage.

Sound, Electricity, & Water Hookup

No loud audio systems may be used, please be considerate of your neighbors. Generators are NOT allowed and NO ELECTRICITY or WATER HOOKUPS are available to street vendors.

Cleanliness & Trash Removal

Vendor agrees to maintain a clean and presentable booth. Vendor is responsible for the removal of ALL materials, litter, garbage, including boxes and signs, and may only deposit trash in containers provided by Howell Melon Festival for this purpose at specific locations within the Festival grounds. Boxes are to be broken down to fit in the disposal containers. Vendor will not dispose of any hazardous materials or burn any objects on the Festival grounds, such acts are strictly prohibited. **FAILURE TO COMPLY WITH CLEANUP PROCEDURES WILL RESULT IN FORFEIT OF SECURITY DEPOSIT AND POSSIBLY DENIAL IN FUTURE EVENTS.**

Non-Transferable

This agreement is non-transferable and may not be assigned to another party.

Alcohol, Foul Language, & Threats to Safety

Consumption, promotions, sales, & possession of alcoholic beverages are NOT allowed in the Festival footprint, unless approved by the Howell Melon Festival. Foul language, threats to the safety & welfare of attendees, violations of any stated rules or actions will not be tolerated. Any violations will result in immediately removal from the premises and denial of future participation of the event.

Use of Name

“Howell Melon Festival” is trademarked and may NOT be used to personalize items sold at the Howell Melon Festival unless, the Festival has negotiated, approved, & issued an exclusive Special Activities contract with you and arrangements have been made for the Festival to receive full commission or royalties on the sale of merchandise. Do NOT attempt to use the name or any variation thereof on any kind of merchandise. The Howell Melon Festival will prosecute violators to the fullest extent of the law. This application is NOT a Special Activities Contract.



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2024

Office Use Only	
Accepted _____	Denied Date: ____
_____ Booth Location: .	

Name of Business: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Primary Contact: _____ Number: _____

Email: _____

On-Site Contact: _____ Number: _____

Email: _____

Returning Vendor? Yes (Years: _____) No

Set-up Time: (Circle One)

5:30am 6:00am 6:30am 7:00am 7:30am

Please circle all that apply:

Commercial Home Improvement Clothing Retail Cosmetic Retail

Other (Please Specify): _____

Please list any entertainment, demonstrations, or specific activities that will take place in your booth.

Please list all items sold and their price, if applicable: (You may attach a separate sheet.)

Item Description	Price
_____	_____
_____	_____
_____	_____

Payment:

		# Booth	Price	Check #
Early Registration 10x10 Space:	\$500.00	_____	\$ _____	_____
Late Registration 10x10 Space:	\$650.00	_____	\$ _____	_____
Corner Add-on Fee (separate check & stamped/addressed envelope)	\$100.00		\$ _____	_____
Security Deposit (separate check & stamped/addressed envelope)	\$100.00		\$ _____	_____

*If you chose to pay with credit card, you will forfeit your security deposit and/or 10% transaction fee.

Total Amount: \$ _____

Early Registration: Monday, January 8th 2024 – Sunday, June 30th 2024

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Credit Card Payment:

I may be contacted at the following phone number to process payment via credit card; **I am aware I will be forfeiting my security deposit and that it will be added to my total payment amount.**

Name: _____ Phone Number: _____
Email: _____ (Receipt Purposes)

***If you chose to pay with credit card, you will forfeit your security deposit and/or 10% transaction fee.**

Hold Harmless Agreement:

In consideration of the Howell Area Parks & Recreation Authority, the City of Howell, & the Howell Melon Festival allow the undersigned to utilize the City of Howell's sidewalks/streets to sell their product during the special event occurring August 17th & August 18th, 2024. The undersigned agrees to hold harmless and indemnify

the Howell Area Parks & Recreation Authority, the City of Howell, and the Howell Melon Festival staff, volunteers, City Officials, and City employees from all liability and responsibility for injury (including death) to person(s) for any damage to any City of Howell property or property of others arising out of or resulting directly or indirectly from the utilization of said City sidewalks/streets in the City of Howell during the above special event dates.

The undersigned further does hereby remise, release, and forever discharge the City of Howell, its Officers, Agents, Employees from any and all claims, demands, actions, causes of action, damages & liabilities, resulting or arising out of, either directly or indirectly, from the utilization of said City sidewalks/streets in the City of Howell during the above special event dates.

Enclosed is the application & proper fees. I understand that completing this form does not constitute acceptance into the Howell Melon Festival. I understand that if I am asked to leave said Festival, there will be no reimbursement of paid fees. The undersigned hereby attests that he/she has the legal authority to enter into this agreement on behalf of the business listed above. Further, the undersigned has read and understands the rules and regulations for the event. He/she agrees that he/she and any individual representing his/her business will abide by the rules and regulations.

By signing, you agree to and understand all rules and what is expected.

Signature: _____ Date: _____

Printed Name: _____

Photography Waiver:

I authorize the Howell Area Parks & Recreation Authority to use and reproduce any photographs, personal narrative, interviews, or audio video recording of my participation for any and all purposes.

_____ (initial indicating acceptance)

Application Checklist:

All items must be included to be considered for acceptance!

- Completed Application
- Hold Harmless Agreement, signed & dated
- Security Deposit of \$100.00 (separate check & self-addressed, stamped envelope)
- Total Fee
- Certificate of Insurance
- Copy of Sales Tax License
- Photos of display & merchandise **(new vendors or new merchandise)**

***If a self-addressed & stamped envelope is not included with your application, your security deposit will be shred (if vendor is in good standing) after the festival.**



Mailing Address:

Howell Parks & Recreation Authority
Howell Melon Festival
1661 N. Latson Rd
Howell, MI 48843

HOWELL
recreation