

Harvard Lions Club Fall Festival
P.O. Box 268, Harvard, Massachusetts 01451

2011 Application Information Letter

Dear Business /Sponsor exhibitor,

The Harvard Lions Club's 14th Annual Fall Festival held on Saturday and Sunday, September 17 & 18, 2011from 10 a.m. to 4p.m.

In addition to the business and sponsor exhibitors there is the annual Craft Fair, the Festival events include the Harvard Fall Festival State Championship BBQ Cook-off Saturday and Sunday, a Battle of the Bands on Friday night, and for the 7th year, live music from a headliner band and fireworks on Saturday night. The Festival events bring out 6,000+ visitors over the weekend.
This outdoor fair is located at Sunnywood Acres, a 50 + acre estate, ideally situated on Route 110 just off Route 2 in the beautiful town of Harvard, MA. The Harvard setting offers a story book autumn experience. Visitors flock to the area for attractions such as the Fruitland's Museum, spectacular scenic views, and orchards featuring apple picking and freshly made cider.

The Harvard Lions Club is a nonprofit, philanthropic organization dedicated to the elimination of blindness and Diabetes through research. The Fall Festival is our largest annual fundraising event. Monies raised in the past were donated to agencies such as the Clara Barton Camp for Diabetic Young Women, Massachusetts Lions Eye Research, Lions International Sight First Foundation, and local sight and Diabetes organizations.
We continue our dedication to increasing business, crafter, community and patron participation.

The following guidelines are provided to further inform you about the Harvard Lion's Club Fall Festival and Craft Fair:

- **100 + spaces will be available. Booths are 11' X 11' and are assigned the day of the fair.**
- **For applications please see our web site for business and sponsor participation prices and guidelines. These are non-refundable fees. Refunds are provided only if the fair is cancelled due to circumstances beyond our control.**
- RAIN or SHINE the Fall Festival will go on!
- Massachusetts State Law requires businesses to possess a tax identification number and to collect 6.25% state tax on all items sold.
- Access to electricity is limited so businesses must request it on the application and provide their own outdoor extension cords.
- Businesses are responsible for providing their own booth, i.e. tables, chairs, tent and any items you may need to furnish or repair your booth.
- *TENTS ARE AVAILABLE TO RENT FOR A FEE OF $50 FOR THE WEEKEND. IF YOU REQUIRE A RENTAL TENT PLEASE LET US KNOW IN ADVANCE BY NOTING IT ON YOUR APPLICATION AND INCLUDING THE ADDITIONAL $50 IN YOUR PAYMENT.*
- The Fall Festival and fair is open to the public from 10:00 a.m. until 4:00 p.m. Saturday and Sunday.
- Booths must be set up prior to and remain in operation during these hours.

- Although there are Festival events on Friday and Saturday nights from 6 p.m. – 10 p.m. business and craft area are not open during those hours.
- Booths may be set up between 3 – 5 p.m. on Friday and 7 - 9:30 a.m. on Saturday.
- Exhibitors will be allowed to drive their vehicles to their booth for unloading purposes only. Vehicles need to be out of the booth area no later than 9:30 a.m. No vehicles will be permitted access into the exhibit area after 9:00 a.m. Please be prepared to unload and repack on your own. A limited number of Lions Club members will be available to assist if needed.
- Security will be provided on Friday and Saturday evenings**.** However, the Lions Club assumes no responsibility for the loss or theft of any goods.
- Parking for both exhibitors and crafters will be on the estate to allow for easy access to booths. Handicapped parking will be available.
- RV & tent spaces are available, free of charge, should you want to stay overnight on the fair grounds. RVs must be self-contained.
- The Harvard Lions Grill and various other food vendors will be open before and during the fair providing breakfast and lunch at reasonable prices.
- We will provide local and regional publicity.

Some examples of planned publicity include: Newspaper PR and advertising in Harvard and surrounding towns, local cable TV, our own Fall Festival website along with sites of our participating sponsors and business partners, craft fair web sites and trade publications, flyers, in-store posters, street banners, Lions Club publications, and local area attractions.

- If your product can be viewed on a web site, please provide this information on your application. We will insert links on the Harvard Lions Club web site so potential patrons are able to preview the Fall Festival and our business and sponsor products.

To reserve your space for the 14th Annual Harvard Lions Club Fall Festival, please complete the enclosed application.
Make your check payable to "Harvard Lions Club".

You will receive a response from us shortly after we receive and review your application. Please send your application, company logo and check to:

Harvard Lions Club
Fall Festival Committee
P.O. Box 268
Harvard, MA 01451
If you have any further questions you may contact us via email at bizexhibit@harvardfallfestival.com *or (508) 821-8460, or check us out at www.harvardfallfestival.com*
Sincerely, the Fall Festival Committee