



January 14, 2020

Dear Food Enthusiast,

Western Carolina University's 46<sup>th</sup> annual *Mountain Heritage Day* will be held on **Saturday, September 26, 2020 from 10am – 5pm!**

Mountain Heritage Day is a one-day, free outdoor festival where 14,000+ visitors enjoy multiple stages of live entertainment, over 130 juried arts and crafts booths, unique food, and tons of family-friendly activities celebrating Appalachian mountain culture.

Now is the time to apply to be a **FOOD VENDOR**. To maintain a quality show, we screen all food vendors, regardless of previous participation. Photos are required with your application. There are a limited number of food vendor spaces available; they are assigned on a first-approved/first-paid basis, so please apply early.

We invite you to apply for consideration in this vibrant festival in the mountains of Western North Carolina. Please review the enclosed application package and submit by April 30 2020. If you have any questions regarding the festival, please contact me. Thank you for your interest and cooperation; I look forward to receiving your application!

Best wishes,

Stacy MacGregor  
Director of Marketing & Brand  
Western Carolina University  
412 H.F. Robinson Building  
Cullowhee, NC 28723  
p. 828.227.3039  
e. <mailto:samacgregor@wcu.edu>

**Follow us on**

Facebook [www.facebook.com/MountainHeritageDay](http://www.facebook.com/MountainHeritageDay)  
or visit [www.mountainheritageday.org](http://www.mountainheritageday.org) for event updates!

# FOOD VENDOR GUIDELINES

*- Read carefully before applying -  
Save these pages for your records*

**Festival Date:** Saturday, September 26, 2020

**Hours of Operation:** 10 AM – 5 PM

**Location:** Western Carolina University Campus  
Cullowhee, NC 28723  
Mountain Heritage Day is an outdoor festival and is held *rain or shine*.

**Application Deadline:** **April 30, 2020**

**Application Instructions:** Incomplete applications will not be considered, regardless of past involvement.  
All applications must include the following:

- Three HIGH quality images: Two of food products and one of booth display are required. You may Email photos jpg photos.
- Signed and completed application form
- Non-refundable \$20 application fee (check or money order) made out to: **Mountain Heritage Day**

**Mail Application, Photos and Payments to:**

Stacy MacGregor  
Western Carolina University  
412 HF Robinson Building  
1 University Way  
Cullowhee, NC 28723

**Digital applications and images may be submitted via email to [MHD@wcu.edu](mailto:MHD@wcu.edu), but will not be accepted until the application fee is received.**

**Selection Criteria:**

- Photo review – send your best and most current photos– they are an important factor in your acceptance.
- Menu quality, uniqueness, price, and presentation
- Category, e.g., Barbeque, Cherokee Frybread, German, Mexican, etc – please describe food items carefully on your application. MHDDay needs a balance of food varieties.
- Traditional, home-cooked style food - **made by You!**
- Selection decisions are final and will not be reconsidered.

# FOOD VENDOR GUIDELINES

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## Application & Booth Fees

- |   |       |
|---|-------|
| • Non-Refundable Application Fee (received/postmarked by April 30, 2020)    | \$ 20 |
| • Non-Refundable Application Fee (received/postmarked after April 30, 2020) | \$ 40 |
| • 20' x 20' Booth Fee (due only upon acceptance)                            | \$180 |
| • Non Profit/University Group 20' x 20' Booth Fee (due upon acceptance)     | \$130 |

## Guidelines:

All vendors and their associates are responsible for following the guidelines. If you fail to comply with the guidelines you may be asked to leave the festival, without refund.

- Booth spaces are 20'X20'. Location assignment is determined by the MHD Day Committee *after* all fees are paid and the Insurance Liability Rider is received.
- The Food Vendor accepted for participation (who signed the application) must be in attendance during MHD Day.
- Vendors must supply their own tent, trailer, tables, chairs, and display materials. Electricity is NOT available.
- Sales are limited to the food products photographed/listed/sized/priced in your application, thus approved. Failure to adhere to this policy will result in dismissal from the festival without refund.
- NO bottled or canned beverages may be served. Mountain Heritage Day sells bottled water + soads as a fundraiser.
- A creative approach to your food style is encouraged. Prefab, pre-packaged, store-made foods are not acceptable.
- Compostable and recyclable serving materials are required. Do not use polystyrene foam (styrofoam) cups and service ware. WCU and MHD Day are committed to greening our community and preserving our heritage.
- A Jackson County Health Department temporary permit and inspection is required to operate during the festival. Once you are accepted, you must contact the Jackson County Health Department, 828-586-8994 to obtain a permit. The permit is to be paid to the Health Department prior to MHD Day and is solely determined by the Jackson County Health Department. MHD Day receives no portion of this fee.
- Once you are accepted, you must provide a copy of your Insurance Liability Rider naming Mountain Heritage Day & Western Carolina University as additionally insured for \$1,000,000. You may submit by mail or email, see page 1 of these guidelines for addresses. Submit this at the same time as your booth fee.
- No raffles and/or auctions
- Loud generators or sound systems are not allowed.
- No selling or solicitation outside of assigned booth space.
- No pets except service animals
- Vendors must stay open to the public until 5pm. No vehicles will be allowed onto the grounds until 5:30pm or festival management deems it safe
- The festival is held outdoors, rain or shine. There are no refunds due to weather.
- A \$30 transaction fee will be charged for any check returned for non-sufficient funds (NSF); application may be disqualified at the discretion of the MHD Day Committee.
- Cancellations in writing by August 31, 2020 will receive a 50% refund.
- Your signature on the Application Form constitutes an agreement to be bound by the stated policies
- WCU/Mountain Heritage Day is required by state law to collect your sales tax number. Please visit [www.dor.state.nc.us](http://www.dor.state.nc.us). Vendors are responsible for collecting and reporting appropriate sales tax to:

Sales & Use Tax Division/NC Department of Revenue  
PO Box 25000, Raleigh, NC 27640



## **FOOD VENDOR GUIDELINES**

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### **IMPORTANT DATES**

#### **April 30, 2020**

**Application deadline - with three photos and \$20 application fee.**

Later applications may be considered at the discretion of the Director of Special Events, with a \$40 application fee.

The application fee is not refundable.

#### **May & June 2020**

Selection; notification of acceptance/rejection mailed. No notifications will be made over the phone. Once accepted, Food Vendor must call Jackson County Health Department @ 828-586-8994 for permit.

*For those accepted, booth fee Invoice will be mailed.*

#### **July 31, 2020**

**Booth fee of \$180 & Insurance Liability Rider due.**

*No booth assignment is made until the booth fee and Insurance Liability Rider are received.*

#### **August 31, 2020**

Deadline for written cancellation with 50% refund of booth fee.

#### **Mid-September 2020**

Parking pass, map and booth assignment mailed.

#### **Friday, September 27, 2020**

Set-up begins at 2pm.

Jackson County Health Department Inspections

### ***Saturday, September 26, 2020***

Set-up concluded by 9am – Jackson County Health Department Inspections

***Mountain Heritage Day!***

***10am - 5pm***

**MOUNTAIN HERITAGE DAY 9/26/2020**  
**FOOD VENDOR APPLICATION - PAGE 1**

*- Please keep a copy of this two-page application for your records -*

**Business Name:** \_\_\_\_\_

*(As you would like to appear on MHDay's marketing material)*

**Your State Sales Tax Number:** \_\_\_\_\_ **(required).** Usually 9 digits; North Carolina's all start with 60. Please do not give us your Federal Employer Identification Number (EIN).

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Cell: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

If you have a Facebook page, list its name: \_\_\_\_\_

Have you had a booth at MHDay before?  Yes  No

If no, how did you hear about MHDay? \_\_\_\_\_

Please list three shows/festivals you have participated in during the past two years:

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**Menu Items - describe food and beverage products and prices. You may not sell any items not listed here:**

Food & Beverage Items	Serving Size	Price
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

NOTE: If there are duplications in applicant menu items, we will call to discuss your menu.

**What type of set-up will you bring? Circle or highlight all that apply.**

Tent/Size: \_\_\_\_\_ Truck/Size: \_\_\_\_\_ Trailer/Size: \_\_\_\_\_ Other/Size: \_\_\_\_\_

**MOUNTAIN HERITAGE DAY 9/30/2020**  
**FOOD VENDOR APPLICATION - PAGE 2**

*- Please keep a copy of this two-page application for your records -*

**CHECKLIST:**

- \_\_\_ Signed and completed application
- \_\_\_ Three (3) *best* quality, *recent* photos (two of your food products and one of your booth display)
- \_\_\_ \$20 Application Fee (\$40 *after* 4/30/2020). Non-refundable.
- \_\_\_ *Optional-* if mailing your application: Self-addressed, stamped envelope with sufficient postage to return your mailed photos. If you choose not to provide an envelope, your photos will not be returned.

I acknowledge that, if accepted:

- I will comply with all the Mountain Heritage Day 2020 guidelines outlined in this six-page application package.
- My application is invalid if all necessary forms & photos are not submitted in full and applicable fees are not paid by deadlines.
- All decisions of the MHDAY committee & staff are final, made in keeping with the overall objectives of the festival.
- My signed application constitutes a contract to follow all the rules & guidelines set forth within this document and is a commitment to participate, if accepted.
- It is my responsibility to pay all sales taxes to the State of North Carolina.
- Western Carolina University is responsible for making final decisions in regards to Mountain Heritage Day & I agree to abide by its decisions.
- I release Western Carolina University, its MHDAY Committee, staff & volunteers from any responsibility for damage, loss, theft or injury.
- Violation of rules & guidelines prior to or during the festival will result in loss of booth space, without refund.
- By signing this form, I am responsible for my associates that may assist me at the festival.

**X** \_\_\_\_\_  
Signature

**X** \_\_\_\_\_  
Date

Business Name: \_\_\_\_\_  
(As you submitted on Page 1 of this application)