

2024

Dearborn Homecoming Festival Vendor Village Application



The **Dearborn Homecoming Festival Vendor Village** is an artisan and community resource market dedicated to highlighting the creativity and philanthropic work of makers and non-profits from the greater Dearborn area.

Carefully review the information and complete the enclosed application by April 19, 2024.

Because space is limited, vendors are encouraged to submit completed applications as early as possible. Applications submitted after the deadline will not be considered.

NOTE - Selection of Vendor Village applicants is determined by a festival committee. Priority will be given to artisans and Dearborn-area non-profits that most widely appeal to the Dearborn Homecoming Festival audience.

Not all businesses / organizations will be selected for the Vendor Village. Thank you for understanding.



PARTICIPATION DETAILS & FEES

Vendors must commit to all three days of the festival throughout the entirety of festival operating hours. The festival will take place rain or shine.

Your vendor fee includes one 10x10 tent (with one back wall), one 6 ft. table, and two chairs. All additional items must be provided by vendors.

If requested, electrical hookups will be available for an additional fee of \$50. Please note - due to site restrictions, we are unable to provide electricity to every vendor who may request it. Electrical hookups will be offered on a first come, first served basis based on the date your application is received.

Artisan / Merchandise Vendor
10' x 10' Booth
\$500

Non-Profit Organization (Info Only)
10' x 10' Booth
\$250



Selected vendors will be notified via email by no later than April 23, 2024. A payment invoice will be sent upon selection.

Please email completed applications or questions to Erica Marra, Festival Director, at emarra@dearborn.gov.

OUR REACH

Attendance: Each year, Dearborn Homecoming Festival welcomes **20,000+** visitors throughout the festival weekend.

Social Media: Dearborn Homecoming Festival updates are shared via both the City of Dearborn social media accounts as well as new, standalone Dearborn Homecoming Festival accounts, reaching **33,000+** followers in total on Facebook, Twitter, and Instagram.

Website: Event details & updates can also be found at dearbornhomecoming.com. Last year, the website saw **38,630+** hits from the website's launch through the end of the festival in early August.

Press Releases: The City of Dearborn shares festival information via press releases, which are sent to our media list of over **1,000+** individuals and publications.

HOMECOMING 2024 DATES AND TIMES:

Friday, August 2, 2024, 12:00 – 10:30 p.m.

Saturday, August 3, 2024, 12:00 – 10:30 p.m.

Sunday, August 4, 2024, 12:00 – 10:30 p.m.

Media Partners: Historically, Dearborn Homecoming Festival has been honored to partner with a wide variety of media outlets to spread the word about our event. Some of our past partners include TV news outlets such as Fox 2 Detroit, Local 4 / Click on Detroit, and CBS News Detroit, radio stations like WJR-AM, 96.3 WDVD, and 99.5 WYCD, newspapers including the Detroit News, the Dearborn Press & Guide, the Dearborn - Dearborn Heights Times-Herald and the Arab American News, and social media influencers such as @connies_sweetest_things, @summers_homemade_meals, @halalfoodjunkie, @detroitalaleats, and What's Up Media.



VENDOR VILLAGE RULES & REGULATIONS

- 1** Vendors must remain within their assigned booth space. You will not be permitted to stroll throughout the festival grounds to sell items or distribute information.
- 2** All on-site vendors require an I-Chat authorization from the Dearborn Police Department (further instructions will be sent upon selection).
- 3** Each assigned space must be left in the same condition in which it was found. All waste must be disposed of properly. If not, the vendor will be responsible for compensation to the City of Dearborn in the amount required to return the area to its original condition.
- 4** Booth assignment is up to the discretion of Dearborn Homecoming Festival organizers.
- 5** The decision to cancel Dearborn Homecoming Festival due to inclement weather will be made by the City of Dearborn. If canceled, the City of Dearborn will not be held responsible for any cost(s) or loss of potential earnings incurred by operators. However, in the event of a full cancellation of the Dearborn Homecoming Festival ahead of the festival start date, participation fees will be refunded.
- 6** Vendors will have between the hours of 9 - 11 a.m. each morning of the festival to set up their booth space. **NO** vehicles will be permitted to move through festival grounds past 11 a.m. After 11 a.m., a vendor transport cart service will be provided by the festival to move supplies to and from the vendor parking lot and your booth. Failure to comply with this rule may result in the immediate forfeiture of your vending privileges without refund.
- 7** If you plan to host a raffle at your booth, please note that all raffles must be approved by Dearborn Homecoming Festival organizers in advance. A copy of your State of Michigan raffle license must be provided.

8 No fresh food or drink vendors will be permitted in the Vendor Village (prepackaged items intended for off-site consumption **MAY** be permitted and will be up to the discretion of festival organizers). If you are a culinary vendor, please explore the Food Truck Corridor options as opposed to the Vendor Village.

9 The City of Dearborn has established an exclusive community partnership for bottled water sales at Dearborn Homecoming Festival. All bottled water sold or given away at the festival **MUST** be purchased through the City of Dearborn. To avoid price gouging, all water sales must be capped at \$2 per bottle. Pricing info will be provided upon selection.

10 Dearborn Homecoming Festival offers exclusive onsite ice sales to vendors. Pricing info will be provided upon selection.



VENDOR VILLAGE APPLICATION

COMPLETELY fill out the application below. The more details you are able to provide, the better your chances of selection! Completed applications and additional requested items are to be sent to emarra@dearborn.gov by no later than April 19, 2024, for consideration.

Contact Name:

Name of Business / Organization:

Business / Organization Street Address:

City:

State:

Zip Code:

Email:

Phone Number:

Business / Organization Website URL:

Vendor Type:

- Non-Profit
- Artisan / Merchandise

If you are a non-profit, proof of 501(c)(3) status must be provided. Please attach when submitting this application.

Provide a one paragraph description of your business / organization:

Please provide as many details as possible regarding the types of items you plan to sell, the information you plan to provide guests with, the setup of your booth, etc.

If selected, do you plan to request an electrical hookup for an additional \$50 fee?

- Yes
- No

Please note - due to site restrictions, we are unable to provide electricity to every vendor who may request it. Electrical hookups will be offered on a first come, first served basis based on the date your application is received.

If selected, do you plan to hold a raffle at your booth?

- Yes
- No

If yes, please describe your proposed raffle:

All proposed raffles must be approved by Dearborn Homecoming Festival organizers in advance. A copy of your State of Michigan raffle license must be provided.

RELEASE

I hereby release and discharge, The City of Dearborn, Michigan, its elected officials, officers, employees, boards, commissions, authorities, sponsors, voluntary associations, and any other units operating under the jurisdiction of the city and within appointment of its operating budget including the City of Dearborn from any responsibility, personal liability claims, loss, or damage arising out of or in conjunction with my participation in the Dearborn Homecoming Festival. The City of Dearborn and all operating units will not be responsible for any injury sustained by a vendor and its employees or guests while within the space designated.

I hereby apply to be a vendor and agree to abide by the rules and regulations outlined in this application. I understand that failure to adhere to these rules and regulations may result in the immediate forfeiture of my vending privileges, if selected.

Name of Business:

Print Name of Representative:

Signature of Representative:

Date:

