



THE AFRICAN-AMERICAN FESTIVAL

109 Bertrand Drive
Dover, DE 19904
January 10, 2010



Dear Colleague,

It is my pleasure to announce the 20TH African-American Festival, "Positively Dover." The event is scheduled for Saturday, June 26, 2010 at Legislative Mall, Downtown Dover. Festival hours are from 10:00 a.m. until 8:00 p.m.

As a prospective vendor for 2010, this is a welcome letter and encouragement to submit your application early. Vendors will be accepted on a first-come basis. We anticipate an increase in vendors this year because of the popularity of this Central Delaware Festival. An increase in festival attendance is also anticipated. Please submit your registration by June 1, 2010. Registration after this date will incur late fees of \$25.00 for regular and service vendors and \$50.00 for food vendors. The registration fee for 2010 is \$100.00 (regular and service vendors). Food vendors pay a registration fee of \$150.00. Food vendors are all who sell edible items or drinks. **Remember, food vendors are not permitted to sell canned beverages. The sale of canned beverages, other than tea or lemonade is reserved for the Festival Committee only! All food vendors must contact the State Health Office for a certification to sell food in Dover. Call Mrs. Dana LeCompte at (302) 744 1220 for information.** When setting up Saturday, June 26, 2010 please pay close attention to new locations for food vendors. **All regular vendors must pay a \$50.00 cash maintenance fee at registration. Food vendors must pay a \$100.00 cash maintenance fee at registration. Refund of this cash fee will be mailed out 10 days after successful check out.**

Registration and "check-in" time for vendors at the Legislative Mall site will begin at 7:00 a.m., Saturday, June 26 2010. **All vendors must report to the Vendor Registration Tent to register and pick up credentials before selecting a vendor site.** A twelve (12) foot front space, one table, a chair, and a trash bag will be provided to each vendor. Limited water and electricity are available. Festival events will begin at 10:00 a.m. The theme for Festival 2010 is "Community Education Through the Arts". Entertainment will feature jazz, gospel, African drummers, dancers, poetry, and other artistic forms. "Positively Dover" is a family program focused on education, information, and family values. The artistic venue is designed to entertain, educate and fascinate. We anticipate a crowd of more than 20,000 patrons throughout the day. Call Reuben Salters at **(302) 736-0101** for further information. Leave name, address, and phone number when calling for information. **No Refunds and No Rain Date! Only cash or money orders will be accepted on June 26, 2010.**

Please return the attached registration form to:

The African-American Festival
109 Bertrand Drive
Dover, DE 19904

Thank you,

Reuben Salters, Festival Chairman

(302) 736-0101

rpetersalt@aol.com



THE AFRICAN-AMERICAN FESTIVAL

"Positively Dover"
SATURDAY, JUNE 26, 2010
Legislative Mall, Dover, Delaware



As a vendor for "Festival 2010" you are requested to abide by the following:

1. Please register by June 1, 2010 first come, first vendor location. On-site registration will incur a late fee (See Item #4).
2. The registration tent at Legislative Mall will open at 7:00 a.m. for vendor setup. Please complete setup by 10:00 a.m.
3. The Festival Committee will provide one table, one chair, and a trash bag. Bring your own canopy. Electricity and water are very limited. Charcoal grills are prohibited on grassy areas. Small generators are permitted. Please clean your area before checking out. We will check!
4. The regular and service vendor fee is \$100.00 and \$125.00 on the day of the festival. The food vendor fee is \$150.00 and \$200.00 on the day of the festival. Any edible item is considered food.
5. Vendor vehicles are not permitted to enter the park area. Loading and unloading must be made from the street. Please observe this rule.
6. The sale of canned sodas is reserved for the Festival Committee. Please do not sell canned sodas. Vendors may sell water, tea, or lemonade. The sale of bottled sodas is also permissible.
7. The vendor space is 12-foot front. Added front space must be purchased at the full single space price. Please do not move the space markers. Encroachment on your neighbor's space will cause problems. Heavy equipment items that may damage the grass are not permitted.
8. Loud or profane music at vendor spaces is not permitted. Drugs and alcohol are prohibited. Animals other than guide or helping dogs are not permitted. The sale of fireworks, sparklers, stingers, gummy streamers, or other nuisance items is strictly prohibited by law. Violators will face prosecution. Special attention will be given to enforcing this section.
9. Please take the time to complete the evaluation form, and turn it in during checkout.
10. A \$50 cash maintenance deposit for is required for regular vendors and is due at registration. Food vendors are required to pay a \$100 deposit. Refund of the deposit will be mailed out 10 days after successful checkout on the day of festival. All must check out
11. Vendors will be monitored throughout the day. Food Vendors remove all oils when leaving.
12. Address questions to Reuben Salters at (302) 736-0101 or email: rpetersalt@aol.com