



Latinos Working for the Future 501(c)(3)
P.O. Box 1557
Muskegon, Michigan 49443
(231) 343-1360

Dear Latino Ally,

We would love to have you join us this year for the 3rd Annual Muskegon County Latino Festival! The festival will be held on Saturday, September 9, 2023, at Hackley Park in downtown Muskegon, Michigan from 2:00PM – 10:00PM. The Muskegon County Latino Festival is hosted by Latinos Working for the Future, a local 501©3 nonprofit, who has enjoyed 32 years of promoting the Latino culture and educating the community on Latino history and culture in Muskegon County.

We are anxious to confirm vendors for this year's festival. Please complete an application, return it with an image of your service and your proposed list of items and pricing to serve at the 2023 Muskegon County Latino Festival. Please note that there is a maximum of 6 merchandise vendors being chosen to provide the festival and only two of the same offerings. Please ensure that your merchandise is unique to your specialty and submitted early to ensure your spot.

Important 2023 Notes for Merchandise Vendors:

- ☐ Merchandise Vendor Fee: \$100 non-refundable application fee
- ☐ Ice will be available for purchase, \$6.00 per 10lb bag (TBD)
- ☐ Water sales will not be allowed.
- ☐ Applications are due by July 31, 2023 by 5:00PM.

Both the 2019 and 2022 Muskegon County Latino Festival attracted close to 4,000 in attendance and we expect that number to grow!

Each vendor must provide its own tent or shelter, chairs, and/or tables (rental options may be available as needed please indicate your needs below). The size of your shelter must be selected on the vendor application.

- ☐ All booths/tents must be freestanding as they will be placed on grass. Appropriate weighting must be used on tent shelters (framed tied to bucket of sand, etc.).
- ☐ All booths must be fully staffed and open during event hours of 2:00PM – 8:00PM. Merchandise vendors may stay past 8:00PM but are not required.
- ☐ We encourage all vendors to have banners displaying their company names and/or logos. Vendors are responsible for their own signage.
- ☐ All vendors must have at least one visible display of their merchandise with pricing. Vendors are responsible for their own displays.
- ☐ Early Booth set-up options will be forthcoming closer to the date of the event.
- ☐ Vendors are responsible for keeping their assigned space clean during festival hours. Dumpsters will be on site.

Rules for Merchandise Vendors are as follows:

1. We require a short description of your product distinguishing you from other vendors for the program and social media page.
2. Saturday setup time: will be communicated prior to the event.
3. Vendor Hours: Saturday, September 9, 2023 from 2:00PM – 8:00PM.
4. Failure to comply with these rules will result in non-consideration for future events.



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Merchandise Vendor Application

A \$100 payment is required and due by July 31, 2023 by 5:00PM. Please make checks payable to *Latinos Working for the Future*. Please keep a copy for your records.

Business Name/DBA _____

Street Address _____

City _____ **Zip** _____

Mailing Address (if different) _____

Contact Person(s) _____

Contact Phone _____ **Contact Person's Cell** _____

Email _____ **Website** _____

Signature _____ **Date** _____

1. Merchandise vendor requesting open space
 - a. Merchandise spaces start at 10 feet x 10 feet. Number of spaces needed: _____

Rules of the Event:

Initial and read each area:

_____ **Booths:** All participants are responsible for bringing their own tables, chairs and tents; park picnic tables are not available for use at booths. If rental of booth space is needed, please indicate above and be aware there is a rental fee.

_____ **Electricity:** All participants must be self-contained, including water and electricity. Generators may be used and are encouraged. There are limited power outlets and water available, please come prepared with your necessities.

_____ **Set-up:** You are responsible to be in compliance with festival set up time which will be forthcoming prior to the event.

_____ **Take down:** Take down for merchandise vendors will begin at 8:00PM.



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_____ **Trash:** Each participant is responsible for maintaining the appearance and cleanliness of their booth and surrounding area to meet safety standards. Prior to vacating the booth space each vendor must clean the entire booth area and throw away all garbage. Any participants disposing of trash and/or liquid in an unapproved space are subject to a \$500 fine and other possible fines per the City of Muskegon. Storm drains may not be used for greywater, including cooking oils, but may be used for run-off of evaporated coolers and ice.

_____ **Stakes:** are not permitted due to sprinkler lines.

Latinos Working for the Future will not be held responsible for loss or damage to property from any cause whatsoever associated with the **2023 Muskegon County Latino Festival**.

I (we) _____ have read the rules and regulations for the **2023 Muskegon County Latino Festival** and I (we) agree to abide by them. I (we) understand that violation of the rules may result in immediate dismissal and I may be held liable for a fine as well as forfeiting my application fee.

Signature: _____

Title: _____

Printed Name: _____

Enclosed is a check in the amount of: \$ _____ Date: _____

Paid on Eventbrite in the amount of: \$ _____ Date: _____