

TOWN OF **2017** *Summerfield* FOUNDERS' DAY

FRIDAY-SATURDAY, May 12-13

SUMMERFIELD'S FOUNDERS' DAY EVENT is a celebration and 2017 offers even more fun. Join the town to celebrate the original founders of the community of Bruce's Crossroads, which became the community of Summerfield in the early 1800s, as well as a second set of Summerfield founders, the more recent residents who worked diligently to incorporate the community and protect its identity in 1996.

The 21st annual festival will run from 6:00 pm until 10:00 pm on Friday, May 12, and from 10:00 am until 4:00 pm on Saturday, May 13, along Summerfield Road and next to the fire department at 7300-7400 Summerfield Road. Planning is underway for the parade, live music, carnival rides, local vendors, and exhibits. This popular event has a large attendance and offers community fellowship, fun, and a variety of ways for area organizations to promote their presence in Summerfield.

Founders' Day Parade

The parade will travel north to south along Summerfield Road – starting at Centerfield Road and ending at Oak Street. Vendors and sponsors are encouraged to march in the parade to gain even more visibility. With a healthy dose of participants, the Founders' Day Parade offers a variety of displays that is sure to prompt smiles of the young and old. There is no charge for entries, so submit your entry form today!



— Founders' Day Sponsors —

A sponsor gives money or services, either directly or indirectly, to the town in support of Founders' Day activities and attractions. Sponsors receive event marketing such as signage at the event and promotional space in the vendor area for product sales, information distribution, or display. A sponsor can lend its name to activities and attractions, such as the main performance stage, rides and games, and parade entries. Contact the Summerfield Town Hall for a list of activities and attractions available for sponsorship and regarding the support level necessary in order to be considered a sponsor. Founders' Day is a family event and the town retains the right to determine the suitability of sponsors.



— Founders' Day Vendors —

A vendor has an opportunity to sell products and/or share organizational information by renting tent space Friday, May 12, from 6:00 pm until 10:00 pm and Saturday, May 13, from 10:00 am until 4:00 pm. (Friday evening operation is optional for businesses and non-profits, but food vendors are required to attend both days.) The different classifications of vendors and fees are:

- Business (information only or sales).....\$15 + \$50 deposit¹
- Non-profit sales and information\$15 + \$50 deposit¹
- Non-profit information only (no sales)no fee, but \$50 deposit¹
- Food.....\$25² + \$100 deposit¹

¹ Deposit returned immediately following event conclusion at 4:00pm Saturday (will not be returned if leave prior); please submit 2 separate checks so deposit check can be returned.

² \$25 fee waived if food vendor operates a storefront within Summerfield's town limits.

The town retains the right to determine the suitability of vendors, types of activities, fees and charges, amount and design of space, and any other festival-related details. For additional information, please review the following application, rules, and regulations.



Details, Rules, & Regulations

Food Vendors

Food vendors are subject to NC Health Department Rules, which may require a permit. Applicants/operators must contact Guilford County Environmental Health directly (336-641-2334) to determine individual requirements, and vendors will be inspected. A centrally-located water source and portable restrooms will be provided. Food vendors are allowed the use of their own generators (subject to sound output approval). Space is limited and the Founders' Day organizers reserve the right to limit the number and type of food vendors.

Business/Non-profit Vendors

A vendor may rent one or more 10'x10' area(s) and must provide a 10'x10' canopy/tent to define each designated spot, as well as any tables, chairs, or other equipment, materials, or signage. Vendors are expected to follow the size requirement as the town relies on provided information to ensure the best possible visibility for attendees. Spaces are limited for each vendor category. **Electrical hook-ups and generators are not allowed.** Non-food vendors that intend to give away water or food (such as popcorn, etc.) must request prior approval. **Vendors will be on a hard surface and will need weights at tent corners (no stakes) for safety purposes.**

Set-up, Break-down, and Parking

Vendor set-up will only be available Friday, May 12, from 10:00am until 3:00pm, and on Saturday, May 13, from 6:30am until 8:30am. Vendors must check in with the INFO tent upon arrival. **Roads will be closed and no vehicles are allowed in the event area after 3:00 pm on Friday or between 8:30am and 4:00 pm on Saturday.** It is important that event attendees perceive an active vendor presence on Saturday from 10:00am until 4:00pm, and deposits will not be returned for vendors who leave early. Empty spaces tend to turn away business for everyone!

Vendor parking will be provided (more information to follow). Vendor booths must open by 10:00am and close no earlier than 4:00pm on Saturday. Friday hours are optional for business/non-profit vendors, but required for food vendors. All booth spaces must be left clean and litter free. A deputy will be on hand overnight for security.

Payment of Fees

Payment must be made by two separate checks, payable to the Town of Summerfield. Applications must be accompanied by both checks for the entry fee and applicable deposit check. Applications will not be accepted and refunds will not be made after the applicable date. If space is available after the application date, vendors will be considered, but a \$10 late fee will be charged for fees received after this date.

Inspections

The Guilford County Fire Marshal and Health Department will be conducting inspections of the site.

General Event Info

Founders' Day is a community event held for all residents and visitors, rain or shine at 7300 and 7400 Summerfield Road. Friday hours are from 6:00pm until 10:00pm and Saturday hours are from 10:00am until 4:00pm. **An on-site INFO tent will help direct you.** The town and committee members will work with sponsors, vendors, and parade entrants to ensure activities and services are safe, accessible, affordable, and professionally managed. (The Founders' Day Committee and Town reserve the right to remove anyone who does not follow the set-forth regulations.)

HOLD HARMLESS, GENERAL RELEASE, AND RULES AND REGULATIONS AGREEMENT

In consideration of the Town of Summerfield's permission and reservation of space during its Founders' Day event, I (for myself, my heirs, executors and administrators, and all other firms, persons, and corporations) hereby release, indemnify, and hold harmless the sponsors, organizers, or officials of the event and the Town of Summerfield, its agents, officers, employees, and volunteers from any and all responsibility or liability for any and all damage, injury, or illness of any kind or nature whatever to all persons and to all property proximately caused by, incident to, resulting from, arising out of, or occurring in connection with, directly or indirectly, my participation in the Founders' Day event. I further state that I am in proper condition to participate in this festival. I agree to abide by the Guilford County Environmental Health standards. I acknowledge that I have read the Details, Rules, and Regulations within this application and will abide by them. I understand that if I have violated any regulations, festival officials may terminate my participation without refund. I release the Founders' Day event and its producers from any responsibility for theft.

Printed name _____ Authorized signature _____ Date _____

Send completed application form and payment to: Town of Summerfield | POB 970, Summerfield, NC 27358
ph: 336-643-8655 | fax: 336-643-8654 | email: foundersday@summerfieldgov.com | www.summerfieldgov.com