



Planet Bluegrass Vendor Information Letter

As we are gearing up for the 2024 Festival season, we are eagerly searching for the best vendors who will offer fine crafts and complete the festival experience for our Festivarians. Please read this document thoroughly before applying.

51st Annual Telluride Bluegrass Festival	June 20-23
52nd Annual RockyGrass Festival (Lyons, CO)	July 26-28
33rd Annual Rocky Mountain Folks Festival (Lyons, CO)	August 9-11

Deadlines for each event are as follows:

	Application Deadline	Acceptance Notification
Telluride Bluegrass	February 2	February 23
RockyGrass	March 1	March 22
Folks Festival	March 1	March 22

Please note that due to the quantity of applications we receive, **deadlines are strictly enforced**. Applications must be postmarked on or before each deadline date. **Please do not call or e-mail to find out whether or not you have been chosen.** Those who are **accepted** will be notified prior to or on the acceptance deadline.

What We're Looking For...

* Telluride:

We are in search of 20-23 Craft Booths. We are once again expecting a sold-out crowd of 11,500 lively Festivarians on each of the four days of the Festival.

* RockyGrass:

We are looking for 12 Craft Booths. We anticipate that we will once again be joined by 4,000 joyous Festivarians on each of the three days of the Festival.

✱ Folks Festival:

We are seeking 12 Craft Booths. We anticipate that we will once again be joined by 3,500-4,000 joyous Festivarians on each of the three days of the Festival.

General Booth Information

New for Telluride 2024: All vendors must have a fire-resistant booth! Booth space is limited to a single story, 10' X 20' square area, including all wires, stakes, poles etc. As vendors are placed in a line, each vendor is only given ten feet of space that is open to the crowd. Vendors are allowed an additional prep area directly behind their booth. However, the size of individual prep areas varies by event and by booth location due to the physical layout of the festival grounds. **If you require additional space, you must make ADVANCE arrangements and you will be charged accordingly.** Your booth fee includes only ten feet of space open to the crowd. You are responsible for constructing, furnishing, lighting, maintaining and removing your own booth materials, leftovers and trash. **You must have all of the following:**

- ✱ An attractive, professional, maintained appearance.
- ✱ A professional looking sign - absolutely no neon or flashing lights!
- ✱ A booth with three sides and a protective, wind, rain and snow resistant roof.
- ✱ Quality merchandise.
- ✱ Courteous, friendly, music loving personnel.
- ✱ All booths must provide their own 5 lb. fire extinguisher (10lb for food booths) and tie downs for all propane tanks. This extinguisher must be new or have been inspected in the last year.

The appearance and ambiance of your booth is critical to the overall atmosphere of each festival and the audience's perception of the event as a whole. We highly encourage imaginative booth designs, flags, banners, etc. and expect cleanliness and a safe, well-maintained area for all Festivarians.

At each of the events the concessions line is laid out on dirt, so it can get a bit dusty.

Due to the ever-changing weather conditions in Colorado, we recommend that concessionaires lay down some type of flooring (preferably wood) in their booths to avoid the possibility of damaged merchandise due to snow, rain and mud. **Be prepared for any and all types of weather.**

Booth Fees

Booth fees for each event include:

- ✱ Use of a 10' X 20' space with an additional prep area as described above.
 - ✱ Two **Nontransferable Weekend** concessionaire tickets, which include rights for primitive camping. These tickets are **ONLY** for use by people working your booth. If you are going to need single day tickets instead of the weekend passes, please let us know at least two weeks before each event. Children 12 and under are always free to all Planet Bluegrass events.
 - ✱ One vehicle pass for admittance onto the festival grounds. Each booth is allowed to bring in one vehicle to assist in setting up your booth. Once you are set up, you will need to park your car in the parking area (or behind your booth if space allows).
- ◆ **Telluride-** Booth fees are \$1,605 for Craft booths. Additional employee tickets are \$395 for a 4-Day Pass and \$130 per day for single day tickets.

- ◆ **RockyGrass-** Booth fees are \$710 for Craft booths. Additional employee tickets are \$255 for a 3-Day Pass and \$105 per day for single-day tickets.
- ◆ **Folks-** Booth fees are \$630 for Craft booths. Additional employee tickets are \$205 for a 3-Day Pass, \$95 per day for single-day tickets.

Please be sure to order your extra tickets early! Due to the fact that we have experienced sell out capacities, additional tickets most likely will not be available at the festivals. You must order your additional tickets along with your application. Tickets will not be available at a later date.

Booth Selection

PLEASE READ: With each passing year, we have seen an increase in both the quality and quantity of applications we receive. This makes the process of picking the lucky few who will join us very challenging. While we would like to honor and accept all of our historic vendors, it's just not possible. Being able to offer our Festivarians new, creative, and interesting products is important to us. Each year we hope to give new vendors a chance to be at one of our events. Please keep in mind that your history with us does not guarantee that you will be selected for one or more than one of our events. We are interested in incorporating actual artisans and crafts people (i.e. products that are created by the concessionaire vs. items that are imported) into the lineup, in order to add to the overall creative ambiance of each event. In the juried selection process, we take the following into account:

- ❁ Handmade and/or self designed products.
- ❁ Uniqueness, creativity, and quality of products.
- ❁ Previous relationship with Planet Bluegrass, including; sales success, event cleanup, as well as staff, and other concessionaire relations.
- ❁ Community, county, and state residency.
- ❁ Willingness to comply with sponsorship, recycling, composting, and other production plans.
- ❁ Applications for other Planet Bluegrass events.
- ❁ Complicated or unusual physical needs, including set up, size, electrical, etc.
- ❁ Willingness to remit sales tax within the county.

Booth Placement

Booth placement is determined by Planet Bluegrass based on the following:

- ✱ Previous sales success, based upon sales tax remittance.
- ✱ Previous history with Planet Bluegrass and booth number requested.
- ✱ Special set up, size, or electrical requirements.
- ✱ Marketability of product as decided by Planet Bluegrass.

Electrical

Each booth will be supplied with one 20 amp circuit. **Any additional power needs must be specifically set forth in the application and may require an additional payment. If your booth exceeds the electricity supplied to it or you have faulty equipment that requires an electrician, you will be billed directly by the electrician for his/her time.**

You will need to furnish your own interior and exterior lighting. All electrical equipment that requires electricity and all other electrical conducting equipment including steam tables, grills, power strips, or multi outlet taps and extensions cords must be grounded and rated for OUTDOOR USE. Extension cords should be 14/3 and at least 50 feet long (preferably 100 feet). We ask that each booth bring electrical tape with them to waterproof all connections. All the power outlets in the festival grounds are very sensitive to moisture and will trip the circuit breakers if extension cords aren't grounded or if any connections between cords get wet.

Pets

No pets. No pets. No pets. No exceptions.

Insurance

All concessionaires must have insurance before they will be admitted to the festival grounds. If you have an active liability insurance policy for a minimum of \$1,000,000, and can provide a certificate of insurance, great. **We should be listed as additionally insured – Telluride Bluegrass Festival, PBC.** Please attach a copy to each event application that you are submitting. If your policy will be renewing between the application deadline and the event, **it is your responsibility to make sure that we have a copy of the current certificate at least two weeks prior to the beginning of the event.**

If you don't have your own policy, we need to collect \$75 per event, and will provide you with a certificate of insurance upon request. If you fail to include a certificate or payment, and we are unable to contact you prior to our purchase of the festival insurance policy, be forewarned that you will be added to the policy and therefore liable for the \$75 before you will be given access to the festival grounds.

Employees & Families

As always, children 12 and under are free and we encourage everyone to bring their families to all Planet Bluegrass events. Upon arrival, please bring all children to the Box Office to get a kid's wristband. We have had some problems in the past with children twelve and under not being able to gain access to concessionaire areas through restricted gates, due to their children's wristband. If you have children or employees that are twelve and under, **be forewarned** that they will only be allowed to enter the area through the front of your booth. Please only hire employees over the age of twelve.

Product Restrictions

Due to town contracts, no glass containers, Styrofoam, breakable plastic, carry-in alcohol or weapons are allowed in the festival grounds. Please adjust your product line accordingly. We also strongly suggest that you do not use plastic bags - or at least re-use plastic bags.

If you carry products that are made of glass or other materials that could be potentially harmful if broken, you will be required to supply and use packing materials such as boxes or bubble wrap to ensure that these items can be transported outside the festival grounds without any damage to the item or to any fellow Festivarians.

Booth acceptance is based on the understanding that you will sell only those items listed on your application. You may not sell any additional items without our express consent. In addition, you may not

sell any items that refer to the festivals, such as "Telluride Bluegrass," "Bluegrass in Telluride," "Bluegrass," "Planet Bluegrass," "RockyGrass," "The Rocky Mountain Bluegrass Festival," "The Folks Festival," "Folks," etc. In some cases, we make arrangements for the licensing of our goodwill, but we strictly protect our tradename and would hate for you to have a garage of inventory and nothing to do with it. Please call should you have any questions at all.

Taxes

Sales tax must be paid on all items sold at the Festival. If you have your own local sales tax license, then you may remit your taxes directly to the state. However, you must report your gross sales to Planet Bluegrass at the end of the Festival. If you do not have your own sales tax license, you may remit your sales tax to Planet Bluegrass and we will pass it along to the state.

Application Procedure

To apply, please complete the online application found on our website under Craft Vendors (for each festival) and attach the following to the online application. **Everything must be postmarked on or before the above stated deadlines:**

- ✘ Applications including detailed PRODUCT DESCRIPTIONS (not just product names) and PRICES of each and every item that you intend to sell.
- ✘ Booth Fees, Insurance fees (if applicable) and any fees for additional tickets. Please write separate checks for each event. All checks should be made to Planet Bluegrass.
- ✘ A certificate of insurance (if applicable). Please enclose one copy per application submitted.
- ✘ Any propaganda (slides, photos, actual samples etc.) you may have to persuade us of the uniqueness of your products. **If you would like any of your samples returned, please enclose a self-addressed, stamped envelope or return postage.**

Acceptance

On the date of acceptance notification as set forth above (or before), I will e-mail the lucky concessionaires who have been accepted. Shortly after notification, I will deposit the checks of accepted applicants and shred the checks of those declined. Additional details and other important information will be sent after acceptance.

Feel free to call or e-mail with any questions (Allison@bluegrass.com). Because I also answer customer service/volunteer calls, e-mail is my preferred method of communication. However, you may leave me a voice mail and I will get back to you as soon as possible.

We are working diligently on another fantastic festival season for everyone. Any comments you can provide regarding the show will be greatly appreciated!

Mail all information to: Allison Grimes
Planet Bluegrass
PO Box 769
Lyons, CO 80540
(303) 682 - 3992