



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

Contact: **Melanie Scoggins, Event Specialist**  
[mscoggins@purcellvilleva.gov](mailto:mscoggins@purcellvilleva.gov)  
540-751-2350

**PURCELLVILLE MUSIC AND ARTS FESTIVAL  
SEEKS SPONSORS AND VENDORS**

**PURCELLVILLE, VA. February 23, 2016** - The Purcellville Music and Arts Festival - scheduled for May 21, 2016 - celebrates Purcellville's community, culture, and arts. The event will be held at Fireman's Field located behind the Historic Bush Tabernacle at 250 South Nursery Avenue. Organizers are searching for food and nonfood vendors and exhibitors to be on site from 10 a.m. to 7 p.m. during the festival.

Vendor fees are \$100 and applications are being accepted until May 2, 2016. Vendors will receive a confirmation prior to the event with vendor instructions. Each vendor will need to provide their own table, chairs, tents etc. Vendor locations will be assigned by festival organizers, on a first-come first-served basis.

Additionally, sponsorship opportunities are available with various levels to meet all marketing needs. Sponsorship of the Purcellville Music and Art Festival provides visibility throughout the western Loudoun and Northern Virginia markets.

This annual music and arts festival will include multiple stages, featuring a wide range of musical entertainment. This picturesque park setting will include art exhibits and competitions, workshops, crafts, and games. The event is family-friendly and is free and open to the public. Pets are also welcome (required to be on a leash and please clean-up after your pet).

All vendor applications and sponsor packages can be downloaded at [www.Purcellvilleva.gov/events](http://www.Purcellvilleva.gov/events) or can be obtained by calling (540)751-2350. Please contact Melanie Scoggins at [Mscoggins@purcellvilleva.gov](mailto:Mscoggins@purcellvilleva.gov) to find out more.

**The Town of Purcellville, Virginia**

Purcellville is an award-winning town of nearly 8,300 residents located in Loudoun County, approximately 40 miles west of Washington, DC. It has been honored for its green initiatives, most recently with the prestigious Siemens Sustainability Award for Small Communities. The Town has an elected Mayor and six Town Council members. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at [www.purcellvilleva.gov](http://www.purcellvilleva.gov).

###



## **Vendor Application**

**May 21, 2016**

**10AM – 7PM**

### **EVENT LOCATION**

**Fireman's Field Park  
Purcellville, Virginia**

**Free to the Public  
Rain or Shine Event**

**[purcellvilleva.gov](http://purcellvilleva.gov)**

**and**

**[facebook.com/PurcellvilleParksandRec](https://www.facebook.com/PurcellvilleParksandRec)**



# PURCELLVILLE MUSIC AND ARTS FESTIVAL INFORMATION PACKET

## Event Overview and General Rules & Regulations

The purpose of this event is to create a fun community oriented event offering multiple performance areas highlighting local and regional music, and visual and performing arts.

The Town of Purcellville affords equal opportunity to all existing and prospective exhibitors without regard to race, color, sex, gender identity, sexual orientation, political affiliation, religion, age, marital status, disability or handicap, veteran status or national origin or other criteria protected by law.

The Town of Purcellville reserves the right to limit the number of exhibitors.

The Town of Purcellville reserves the right to decline a space to any applicant whose activity and/or exhibit is not consistent with the purpose of the Purcellville Music and Arts Festival.

Applications are available as follows:

1. Town Hall, Town of Purcellville, 221 S. Nursery Avenue, Purcellville, VA 20132
2. [www.purcellvilleva.gov](http://www.purcellvilleva.gov)
3. PurcellvilleParksandRec on Facebook

Applications, required documents and full payment must be received by May 2, 2016. Payment must be made by cash or check (payable to Town of Purcellville). Credit card payments are NOT accepted by the Town of Purcellville.

Returned Check Fee is \$50.00

The Town of Purcellville will fully refund the registration fee if cancellation notification is received, in writing, on or before May 2, 2016. No refunds will be offered after May 2, 2016. There will be no exceptions.

Exhibitors are permitted to distribute and/or sell their products in compliance with all Virginia laws. Items to be sold must be listed on the Exhibitor Application and be reviewed by the Town of Purcellville.

Exhibitors must bring their own tent, tables and chairs. Tents must be of a solid color, text and emblems must be related to the exhibitor's business or product. Electricity is not available.

Exhibitors are required to maintain General Liability Insurance and must provide a Certificate of Insurance.

For more information visit:

[www.purcellvillewineandfood.com](http://www.purcellvillewineandfood.com)

[www.facebook.com/Purcellville-wine-and-food](https://www.facebook.com/Purcellville-wine-and-food)

**Deadline for Completed Application Packets is May 2, 2016**  
**May 2** - Last day to cancel for registration refund.

### Exhibitor Checklist for your Application Packet

- Completed Application
- Certificate of Insurance
- Food Permits (if applicable)
- Payment - Cash or Check (payable to Town of Purcellville)



## Vendor Rules, Regulations and Information

### **Load-In & Load-Out**

Load-In: More information will be provided as we get closer to the event.

Load-Out : All tents and vending equipment must be removed by 9 PM, Saturday May 21, 2016.

### **Electrical**

Electricity will not be provided and generators will not be allowed.

### **Space Assignment**

The Town of Purcellville reserves the right to determine the placement of exhibitors within the festival area.

### **Exhibitor Responsibilities**

- a) Adherence to all local, state and federal laws whether stated or unstated in this application.
- b) Responsible for the proper conduct and demeanor of employees, agents and/or volunteers during the event.
- c) Keep booth open during the entire event. Failure to do so may result in exclusion from future events.
- d) Any activity must take place in the booth space. This includes sales, giveaways, contests, etc.
- e) Exhibitors cannot use amplification devices.
- f) Exhibitors are responsible for any taxes required in accordance with Virginia and local laws.
- g) Signage may not extend out of booth space.

### **Insurance**

All exhibitors are required to maintain general liability insurance.

Exhibitors who are serving and/or selling food and alcohol at the Purcellville Music and Arts Festival must maintain a general liability policy with a minimum coverage of \$1,000,000 combined single limits. Coverage is to be on an occurrence basis with an insurer licensed to conduct business in the Commonwealth of Virginia. The insurer must have an A. M. Best rating of A- or better. The insurer must add the Town as an additional insured by endorsement to the general liability policy.

A Certificate of Insurance (COI) and the additional insured endorsement shall be provided to the Town by the exhibitor prior to the event evidencing compliance with these insurance requirements. If you need information about how to obtain this insurance, please contact Melanie Scoggins at 540-751-2350.

### **Cancellations & Exclusions**

The Town of Purcellville will fully refund the registration fee if cancellation notification is received, in writing, on or before May 2, 2016, no refunds will be offered after May 2, 2016 - no exceptions.



# VENDOR APPLICATION

**May 21, 2016**  
 250 S. Nursery Avenue Purcellville, VA 20132  
**APPLICATION DEADLINE IS May 2, 2016**

Company/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phones: Office \_\_\_\_\_ Cell \_\_\_\_\_

Emergency Contact: Name \_\_\_\_\_ Cell Phone \_\_\_\_\_

DESCRIPTION	PRICE
<b>One 10' x 10' Display Space – Payment is due at time of application submission</b>	<b>\$100.00</b>

## EXHIBITOR ACTIVITY INFORMATION

**Artisan Booths:**

- Briefly describe the products/services to be exhibited/sold. Include any additional specifics about your exhibit, including contests and give-a-ways, etc. Attach additional sheet and/or photo if necessary. **Applications will not be considered without this information.**

**Food Booths:**

- Attach a menu of the items you wish to sell for review by the Town of Purcellville.
- Loudoun County Department of Health food safety requirements must be observed at all times. If you are prepping, sampling and/or selling at the event you must have a Temporary Food Permit from Loudoun County. For application and/or information visit [www.loudoun.gov/DocumentCenter/View/114](http://www.loudoun.gov/DocumentCenter/View/114)

## EXHIBITOR AUTHORIZATION & INDEMNIFICATION

The individual signing below verifies that he or she is legally authorized to bind and act on behalf of the participating Exhibitor. The Exhibitor, including all of its employees, agents, and other representatives, hereby agrees to hold harmless and to indemnify, defend and protect the Town of Purcellville and its Council Members, employees, agents, volunteers and other representatives against any and all claims, losses, damages and liabilities whatsoever to persons or property incurred as a result of the actions of the participating Exhibitor, including, but not limited to, the Exhibitor's installation, removal, maintenance, occupancy, and/or use of the exhibition premises or any part thereof, at the Purcellville Music and Arts Festival. Exhibitor agrees that any damage to the property of the Town of Purcellville, including, but not limited to the Town of Purcellville, and any related equipment or property, due to the actions of the Exhibitor will result in a financial obligation of the Exhibitor to the Town of Purcellville to replace, repair or otherwise correct such damage. I agree that all representatives acting on the Exhibitor's behalf for any matter pertaining to the Purcellville Wine and Food Festival will be subject to all rules herein as well as any rules provided to the Exhibitors' representatives prior to and/or during the Purcellville Music and Arts Festival.

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## **Sponsorship Information**

**May 21, 2016  
All Day**

**EVENT LOCATION  
Fireman's Field Park  
Purcellville, Virginia**

**Free to the Public  
Rain or Shine Event**

**[purcellvilleva.gov](http://purcellvilleva.gov)  
PurcellvilleParksandRec on Facebook**

## Join Us....

We are inviting businesses to partner with the Town of Purcellville by sponsoring the Purcellville Music and Arts Festival. The purpose of this event is to create a fun community oriented event offering multiple performance areas and highlighting local and regional music, visual and performing arts, food and beverages.

## Sponsorship Levels and Benefits

### Title Sponsor (Limit 1)

**\$2500**

- "Headline" recognition prominent logo placement, for instance "the Purcellville Music and Art Festival presented by your company name"
- Sponsor will receive a 10 X 10 space during the event to maximize face to face impressions. (Sponsor provides tent table and chairs)
- Sponsor Booth space will be highlighted on the event map
- Sponsor will have the opportunity to place one banner on site in a mutually agreed upon prominent location (banner provided by sponsor, no larger than 4' X 8')
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive two reserved parking spaces in the Fireman's field parking lot during the event
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day
- Sponsor will have the opportunity to pass out two mutually agreed upon promotional items at event entrances/exits
- Sponsor will receive recognition on event day signage

### Main Stage Sponsor (Limit 1)

**\$2000**

- Sponsor will receive a 10 X 10 space during the event to maximize face to face impressions. (Sponsor provides tent table and chairs)
- Sponsor Booth space will be highlighted on the event map
- Sponsor will receive an emcee opportunity on the Main Stage
- Sponsor will have the opportunity to place a banner on the Main Stage identifying them as the stage sponsor (banner provided by sponsor, banner dimensions TBD based on stage size)
- Sponsor will have the opportunity to place one banner on site in a mutually agreed upon prominent location (banner provided by sponsor, no larger than 4' X 8')
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive two reserved parking spaces in the Fireman's field parking lot during the event
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day

- Sponsor will have the opportunity to pass out two mutually agreed upon promotional items at event entrances/exits
- Sponsor will receive recognition on event day signage

**Community Stage Sponsor (Limit 1)**

**\$1500**

- Sponsor will receive a 10 X 10 space during the event to maximize face to face impressions. (Sponsor provides tent table and chairs)
- Sponsor Booth space will be highlighted on the event map
- Sponsor will receive an emcee opportunity on the Community Stage
- Sponsor will have the opportunity to place a banner on the Community stage identifying them as the stage sponsor (banner provided by sponsor, banner dimensions TBD based on stage size)
- Sponsor will have the opportunity to place one banner on site in a mutually agreed upon prominent location (banner provided by sponsor, no larger than 3' X 5')
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive two reserved parking spaces in the Fireman's field parking lot during the event
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day
- Sponsor will have the opportunity to pass out one mutually agreed upon promotional flyer at event entrances/exits
- Sponsor will receive recognition on event day signage

**PREMIUM SPONSOR (Limit 2)**

**\$1000**

- Sponsor will receive a 10 X 10 space during the event to maximize face to face impressions. (Sponsor provides tent table and chairs)
- Sponsor will have the opportunity to place one banner on site in a mutually agreed upon prominent location (banner provided by sponsor, no larger than 3' X 5')
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive two reserved parking spaces in the Fireman's field parking lot during the event
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day
- Sponsor will have the opportunity to pass out one mutually agreed upon promotional flyer at event entrances/exits
- Sponsor will receive recognition on event day signage



**MAJOR SPONSOR (Limit 4)**

**\$800**

- Sponsor will receive a 10' X 10' space during the event to maximize face to face impressions (Sponsor provides tent table and chairs)
- Sponsor logo will appear in all media and event collateral including print advertisements, fliers, posters, blogs, Facebook, etc. pertaining to the Purcellville Music and Arts Festival
- Sponsor will receive placement of its logo and link on the Event website and Purcellville Parks and Recreation Facebook Page
- Sponsor will receive recognition on event day signage
- Sponsor will receive stage announcements throughout the day

**KEY SPONSOR (Limit 4)**

**\$600**

- Sponsor will receive placement of its logo and link on the Event website and promotion Purcellville Parks and Recreation Facebook Page
- Sponsor will receive stage announcements throughout the day
- Sponsor will receive recognition on event day signage

**CONTRIBUTING SPONSOR (Limit 4)**

**\$400**

- Sponsor will receive placement of its logo and link on the Event website and promotion on Purcellville Parks and Recreation Facebook Page
- Sponsor will receive recognition on event day signage

# Purcellville Music and Arts Festival Sponsor Application

Company/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Company Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## **Please select your level of Commitment**

\_\_\_\_\_ Title Sponsor                      \$2,500 (limit 1)

\_\_\_\_\_ Main Stage                              \$2000 (limit 1)

\_\_\_\_\_ Community Stage                      \$1500 (limit 1)

\_\_\_\_\_ Premium                                  \$1,000 (limit 2)

\_\_\_\_\_ Major                                      \$800 (limit 4)

\_\_\_\_\_ Key                                         \$600

\_\_\_\_\_ Contributing                              \$400

\_\_\_\_\_ Partner – In Kind Gift (must be approved by the Parks and Recreation Board)

Please describe: \_\_\_\_\_  
\_\_\_\_\_

## **Payment Information**

The Town of Purcellville does not accept credit cards; please make checks payable to the Town of Purcellville.

### **Mail or drop off to:**

*The Town of Purcellville  
221 S. Nursery Avenue  
Purcellville VA 20132*

## Available Sponsorship Levels 2016



Benefit	Contributing	Key	Major	Premium	Community Stage Sponsor	Main Stage Sponsor	Title Sponsor	Full Description
Logo and Link on event website, social media, and event day signage	✓	✓	✓	✓	✓	✓	And Purcellville Town Website	Sponsor will receive placement of its logo and link on the Event website, social media mentions and recognition on event day signage
Stage Announcements		✓	✓	✓	✓	✓	✓	Sponsor will receive stage announcements throughout the day
Sponsor logo on all media and collateral			✓	✓	✓	✓	S	Sponsor logo will appear in all media and event collateral including fliers, posters, print advertisements, press releases, blogs, Facebook, etc.
Booth space			(10 x 10)	(10 x 10)	(10x10) in premier location	(10x10) in premier location	(10x20) in premier location	Sponsor will receive booth space during the event to maximize face-to-face impressions. (Sponsor provides tent, table and chairs)
Two reserved parking spaces at Fireman's Field				✓	✓	✓	✓	Two reserved parking spaces in the Fireman's field parking lot during the event
Place banner on-site				(1) 3' x 5'	(1) 3' x 5'	(1) 4' x 8'	(1) 4' x 8'	Sponsor will have the opportunity to place banner(s) on site in a mutually agreed upon prominent, non-stage location (banner provided by sponsor)
Promotional item distribution at entrance/exit points				(1) Flyer only	(1) Flyer only	(2) May be item & flyer	(2) May be item & flyer	Sponsor will have the opportunity to pass out mutually agreed upon promotional item(s) at event entrances/exits
Highlighted booth location on event map					✓	✓	✓	Sponsor booth to be highlighted on event map/program
Stage Sponsor					Community Stage	Main Stage		Banner placement on Stage, Emcee opportunity
"Headline" recognition, prominent logo							✓	"Headline" recognition, prominent logo in many places, mention at every announcement, creative representation. Front page logo placement on program; main stage prize presentation opportunity
Available Slots	4	4	4	2	1	1	1	
	\$400	\$600	\$800	\$1,000	\$1,500	\$2,000	\$2,500	

For more information, or to discuss how we can tailor a sponsorship

**Name** Purcellville Parks and Recreation Advisory Board  
**Contact** eamoncoy@gmail.com or mscoggins@purcellvilleva.gov

