February 18, 2013

Dear Chef and/or Food Enthusiast,

On behalf of the Mountain Heritage Center at Western Carolina University, I would like to invite you to apply to be one of our Food Vendors at the annual Mountain Heritage Day. This year will be our 39th annual festival day.

Always the last Saturday in September, last year was a good year – some Food Vendors even sold out before the day was over! Mountain Heritage Day is a not-for-profit, one-day free festival hosting approximately 20,000 visitors across the day.

There will again be three live entertainment stages, over 140 vendors of juried arts and crafts, non-profits and food, plus a children’s tent, heritage demonstrations, Cherokee Stickball games, a chainsaw contest, Shapenote singing, workshops, and many other activities celebrating the regions’ Appalachian mountain culture. I invite you to join us for a vibrant festival day here in the mountains of Western North Carolina on Saturday, September 28th, 2013!

Take a minute to look over the enclosed application package and apply by April 5th. To insure a healthy audience and, traditionally hungry eaters, the festival is publicized by the university throughout North Georgia, Southern Virginia, Eastern Tennessee, South Carolina, Western North Carolina, and the surrounding regions through print advertising, press releases, radio, and television public service announcements, billboards, website links, direct emails, table tents, handbills, Facebook, brochures, and approximately 35,000 festival guides stuffed into regional newspapers. (see tear sheet examples enclosed)

Please take a look at our festival and consider applying for the 39th annual Mountain Heritage Day on September 28th, 2013.

Sincerely,

Trina Royar
Festival Coordinator
Festival Date and Hours: Saturday, September 28th, 2013; Hours of Operation 10AM to 5PM.

Location: The campus of Western Carolina University in Cullowhee, North Carolina; Mountain Heritage Day is an outdoor event.

Application Deadline: Postmarked by midnight Friday, April 5th, 2013 or delivered to the Mountain Heritage Center no later than 4:00pm Friday, April 5th, 2013.

Application Requirements:
- Signed and completed application; all Food Vendors will be juried based on their menu and presentation.
- No digital applications will be accepted.
- Two (2) Photographs of your work (1 booth display and 1 of food display) are required in order to be considered.
- An application fee of $15 (non-refundable) is due with application (otherwise application will not be considered; do not send full booth fee at this time).

Jury Process
A jury panel consisting of experienced producers, committee members and staff will review all submissions and select Food Vendors.
- Jury decisions are based on quality of the menu items you provide on your application form. Please send your best available photos as they are an important factor in your acceptance or non-acceptance to Mountain Heritage Day ("MHDay").
- Selection is based on quality, diversity, professionalism and attractiveness of booth as well as the need to achieve a balance of food varieties. MHDay encourages traditional, home-cooked style foods; food made by You!
- Food Vendors are juried by category e.g., Barbeque, Cherokee frybread, German, Mexican, etc. and food items offered.
- All jurors’ decisions are final and shall not be revisited.

Application Instructions
All applications must include the following to be considered for Mountain Heritage Day ("MHDay") 2013. Any application not complete and including these items may not be considered to participate in the festival regardless of past involvement.
- Postmarked by midnight Friday, April 5th or received in office no later than 4:00 pm, April 5th, 2013.
- $15 non-refundable application fee made out to: Mountain Heritage Day ("MHDay").
- One (1) photograph that best represent your current menu and that you plan to sell (no slides or brochures will be accepted).
- One (1) photograph of your booth display. If you would like your photos returned, include a SASE with sufficient postage otherwise they will not be returned until the festival.
- Completed and signed application form.

Fees
Application and processing fee (non-refundable) – $15 (Any later applications may be considered at a $25 application fee and at the sole discretion of the jury committee.)
Standard Booth Fee – $175, 20’ X 20’ (due upon acceptance to the show)
Non Profit/University Group Food Booths (Limited Number Available) 20’ X 20’ – $100 **
Any checks returned for non sufficient funds (NSF) will be charged a $30 transaction fee. No Food Vendor will be juried or booth assignments made until all fees are fully paid.

General
All Food Vendors and their associates are responsible for following the guidelines. If you fail to comply with the guidelines, you may be asked to leave the festival and may not be invited back in the future. MHDay is produced by the Mountain Heritage Center,
Western Carolina University and a committee of volunteers and staff.

- NO bottled drinks and/or carbonated beverages may be served. Mountain Heritage Day uses this as a fundraiser.
- Booth spaces are 20’ X 20’ and location is determined solely by the committee. No selling or solicitation outside of assigned booth space.
- A creative approach to traditional food styles is encouraged; prefab, prepackaged, store-made foods are discouraged.
- If accepted to the festival, a copy of your liability insurance naming MHDay, Mountain Heritage Center and Western Carolina University as additionally insured for $1,000,000 is required. No booth assignments will be made until booth fees are fully paid and insurance rider is received by the Mountain Heritage Center.
- Vendors must supply their own tent, tables, chairs and display materials. Branded tents are not permitted.
- All sales are limited to those items described in your application, with prices, and approved by the jury committee. Failure to adhere to this policy will result in dismissal from the festival with no booth fee refund.
- The festival is held outdoors rain or shine. There are no refunds of fees for weather.
- All fees must be paid by check or money order/cashiers check and made payable to MHDay by May 25th.
- No loud generators are allowed.
- A Jackson County Health Department temporary permit and inspection is required to operate during the festival. Once you are accepted the forms to be filled out and submitted to Jackson County will be mailed to you. The permit to be paid by check at the festival is solely determined by Jackson County Health Department. MHDay receives no portion of these fees.
- MHDay requires compostable and recyclable serving materials. Please do not use polystyrene foam (Styrofoam) cups and service ware. Polystyrene foam is made from crude oil; it is non-renewable, non-biodegradable, and virtually unrecyclable. WCU and MHDay are committed to greening our community and preserving our heritage. There are many alternatives to use. Ask your distributor for compostable alternatives to foam and plastics, such as, uncoated and coated paper, cardboard, aluminum foil, bio-plastics made from corn, potato and other plant materials. Here are a few potential sources for supplies: www.jacksboxes.com www.greenlinepaper.com www.usfoodservice.com www.ecowise.com www.recycline.com and for more information, in general, www.bpmworld.org
- **FOOD VENDORS** are responsible for collecting and reporting appropriate sales tax to: Sales & Use Tax Division, NC Department of Revenue, P.O. Box 25000, Raleigh, NC 27640. For more information visit, www.dor.state.nc.us

### 2013 Calendar

**Mid February, 2013**
Applications available online and mailed

**April 5th**
Application deadline (postmarked or delivered); any later applications may be considered for at a $25 application fee and at the sole discretion of the jury committee. No email submissions accepted.

**April 26th**
Notifications of acceptance/rejection mailed; no notifications will be made over the phone

**May 31st**
Booth fees and insurance riders due (no booth assignments are made until these are received).

**Early July**
Booth assignments, maps and general information mailed (booth assignments are final and will not be discussed on the phone).

**August 8th**
Paperwork due to Jackson County Department of Public Health (828.586.8994)

**August 31st**
Deadline for written cancellation with partial refund of booth fee; a $30 fee will be assessed on all cancellations.

**September 27**
Set-up begins after 2pm

**September 28**

39th Annual Mountain Heritage Day!

**Make checks payable and mail to:**

Mountain Heritage Day  
150 HFR Admin Building  
Western Carolina University  
Cullowhee, NC  28723  
Attn: Food Vendors

**For information:**

www.mountainheritageday.com  
828.227.7129  
kproyar@wcu.edu

Mountain Heritage Day . 150 HFR Admin Bldg . WCU . Cullowhee . NC . 28723  
www.mountainheritageday.com
FOOD VENDOR APPLICATION

Business Name: __________________________________________
(Name to appear in exhibitor lists.)

Contact Name: __________________________________________ Phone: ________________________

Address: _____________________________________________ Cell: __________________________

City: ___________________________________________ State: __________ Zip: __________________

Email Address: ______________________________________ Website: ________________________

Choose one: ☐ Returning ☐ New If new, how did you hear about the festival? __________________________

Are you a WCU Alum? ☐ Yes ☐ No About how many festivals do you do a year? ______________________

Please list other shows in which you have participated: 1) __________________________________________
2) __________________________________________ 3) __________________________________________

Menu Items: (describe products and prices; you may not sell any items not listed here.)

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Checklist:

☐ Signed and completed application
☐ Quality photos of your work and booth display
☐ $15 Application/processing fee ($25 after 4/5/2013)
☐ A self-addressed stamped envelope
☐ with sufficient postage to return your photos
☐ Postmarked by Friday, April 5th, 2013

Make checks payable and mail to:
Mountain Heritage Day
150 HFR Admin Building
Western Carolina University
Cullowhee, NC 28723
Attn: FOOD VENDORS

I acknowledge that, if accepted, I agree to comply with all the MHDay 2013 guidelines outlined in this application package. This application is invalid if all necessary forms & materials are not completed in full and applicable fees paid. If your check or money order is post-dated, returned for NSF or for any reason rejected, your application will be disqualified. I understand that all decisions of the MHDay committee & staff are final & that the decisions are made in keeping with the overall objectives of the festival. A signed application constitutes a contract to follow all the rules & guidelines set forth within this document & is a commitment to participate, if accepted. I understand that it is my responsibility to pay all sales taxes to the State of North Carolina. I further understand that the Mountain Heritage Center & Western Carolina University are responsible for making final decisions in regards to MHDay & I agree to abide by their decisions. I release the Mountain Heritage Center, Western Carolina University, its Committee, staff & volunteers from any responsibility for damage, loss, theft or injury. Violation of rules & guidelines prior to, during, or at the end of the festival will result in loss of booth space, without refund, & artist may be excluded from all future Mountain Heritage Center events & programs. By signing this form, I am responsible for any associates that may assist me at the festival. (2013 Web Edition)

X __________________________________________ X __________________________________________
Signature Date

Mountain Heritage Day . 150 HFR Admin Bldg . WCU . Cullowhee . NC . 28723
www.mountainheritageday.com