



2010 Fun Fourth Festival Sales & Sampling Booth Information

The 36th annual Fun Fourth Festival is produced by Grassroots Productions Limited. The Street Festival opens with a parade and features seven stages of local, regional and national entertainment; over 100 arts and crafts exhibitors; souvenir, Sales and Sampling booths; food and beverage booths; a beer garden; amusement rides and games; interactive Children's Village and many more exciting activities. The holiday celebration is rounded out by a Kickoff Block Party, the Freedom Run & Walk and a Patriotic Pops Concert & Fireworks Spectacular.

DATE & HOURS: Fun Fourth Street Festival -- Saturday, **July 3**, 2010 10:00 AM – 6:30 PM
Load-in must be complete & vehicles moved off site by 9:00 AM
Load-out begins at approximately 7:00 PM after the public leaves festival area and the Police have authorized movement of traffic.

LOCATION: Heart of downtown Greensboro. Festival area centers on North Elm, North Davie, Friendly, Bellemeade, Lindsay & Summit. Surrounding the Cultural Arts District including the Cultural Arts Center, Center City Park and the Greensboro Historical Museum.

ATTENDANCE: 100,000-110,000 based on attendance of past five years
45% festival attendees are families with children
30% festival attendees are minorities
75% festival attendees are ages 18-45
15% festival attendees live outside of Greensboro and Guilford County

FEE: \$500 (will include privileges of sponsorship at Supporter level as appropriate)

BOOTH: Booth placements are in the heart of the festival; N. Elm Street between Friendly and Bellemeade and Friendly between N. Elm and Davie Streets.

Booth size: 15' x 15' with one 10' x 10' tent
One (1) 8' table will be provided with vinyl flame retardant top & skirt.
Two folding chairs (Additional table and chairs available upon request)

Banners or signs larger than 11" x 17' must be fire retardant; a copy of the fire retardant certificate for each banner is required by Fire Marshal. (The Festival is in a primary fire district.)

SALES & SAMPLING APPLICATION Sales & sampling applications will be reviewed for appropriateness at a family festival and compliance with festival guidelines by the Festival Director and Steering Committee. Approval can be determined within 48 hours of receiving an application, except for food sampling requests that involve cooking. Sales & Sampling Opportunities include:

- Product sampling. Cooking for food sampling will require review and approval from Health Department and Fire Marshal.
- Product demonstrations, exhibitions or give-a-ways, solicitations
- Sign up/sales of services, registrations to build mailing lists, and prize offerings.