



**35<sup>th</sup> Anniversary  
King Biscuit Blues Festival  
Booth Space Application**

Organization Name: \_\_\_\_\_

Operator/Contact Name: \_\_\_\_\_

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

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

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

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

Brief Description of your proposed on-site promotion, including all potential give away or sampling items:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Vendor agrees to indemnify and hold harmless King Biscuit Blues Festival, the city of Helena/West Helena, and any of KBBF sponsors, officers, directors, employees, volunteers, agents or other vendors against any loss, damage or claim resulting from any act or omission of the vendor during the festival.

Agreed and Accepted:

Name: \_\_\_\_\_ Company: \_\_\_\_\_

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

# 2021 King Biscuit Blues Festival

## GUIDELINES & PROCEDURES STATEMENT

**Subject: Commercial Vending, Product/Service Promotion & Sampling**

The following guidelines have been established in order to outline the terms for your participation in the 2021 Blues Festival. The King Biscuit Blues Festival has limited and restricted commercial vending opportunities, therefore reserves the right to reject any application for any reason. You must comply with the attached guidelines to participate.

### **FEE**

Fees are due no later than August 2, 2021.

### **CATEGORY RESTRICTIONS**

KBBF does not allow commercial vending, product / service promotion or product sampling in many categories including: credit cards, liquor, tobacco, firearms, sex, religion, or politics. KBBF will not allow participation by companies in competition with certain sponsor categories, including but not limited to telecommunications, soft drinks, marketing agency, health care, ice cream, pest control, office/business systems, and hotel.

### **SET-UP**

Upon acceptance you may set---up on---site Wednesday, October 6, 2021, from 8:00 a.m. to 11:00 a.m. Vehicles must be off---site by 11:00 a.m. Wednesday, October 6, 2021.

### **SECURITY**

Security will be provided on---site Wednesday, Thursday, and Friday nights. However, King Biscuit Blues Festival will not be held responsible for any damage or theft to your property.

## **OPERATING HOURS**

Wednesday October 6, 2021	4:00 p.m. – 11:00 p.m.
Thursday, October 7, 2021	11:00 a.m. – 11:00 p.m.
Friday, October 8, 2021	11:00 a.m. – 11:00 p.m.
Saturday, October 9, 2021	11:00 a.m. – 11:00 p.m.

## **PROMOTIONAL SPACE**

Vendors will be responsible for supplying their own tent, tables, chairs, and banner, which will be displayed on your tent. You may display additional banners and promotional materials *within your tent and in accord with the attached guidelines. 10X10 tent may be rented from KBBF for a fee of \$175.00.*

## **BREAK DOWN**

You must breakdown your area and be completely off-site Sunday, October 10, 2021 by 8:00 a.m. Please keep all throughways open so traffic jams are avoided. King Biscuit Blues Festival will not be held responsible for any items left on---site.

## **COMMERCIAL VENDOR MAY NOT:**

- ❖ Sell or give away any item or activity of any kind that is not pre-approved in writing by King Biscuit Blues Festival. Any item or activity not pre-approved in writing that is discovered at your tent or promotional area will be confiscated immediately and returned to you after the Blues Festival 2021.
- ❖ Bring any live animal on-site unless specifically trained to assist the disabled.
- ❖ Represent a non-sponsor of KBBF in any form, including logo display.
- ❖ Display banners, signs, logo tape/wrap or other promotional or logo materials outside your tented area.

## **COMMERCIAL VENDOR:**

- ❖ May only distribute literature, souvenirs or logo bags that have been pre-approved in writing by King Biscuit Blues Festival in advance of the festival. Vendor must supply a sample of any giveaways.
- ❖ Must have someone staffing location during operating times

2021 King Biscuit Blues Festival

FEES

For Promotional Booths

Block	Fee
100 Block	\$3,000
200 Block	\$2,000
300 Block	\$1,000
400 Block	\$500
10X10 Tent Rental	\$175

Total: \_\_\_\_\_

\*Set-up:

Wednesday October 6, 2021 8:00 a.m. – 11:00 a.m.

We look forward to working with you in the coming months and on-site to deliver all festival attendees a fantastic Blues Festival weekend. Thanks!

FOR QUESTIONS OR ADDITIONAL INFORMATION CONTACT:

**KBBF Operations**  
**P. O. Box 118**  
**Helena, AR 72342**  
**Phone (870) 572-5223**  
**Email [operations@kingbiscuitfestival.com](mailto:operations@kingbiscuitfestival.com)**