



2023 NATIONAL CEREAL FESTIVAL
Saturday, June 10, 2023
Downtown Battle Creek
8:00 am – 12:30 pm
Vendor Policies & Guidelines

FESTIVAL INFORMATION:

The Cereal Festival will take place on Saturday, June 10, 2023, on McCamly St. starting at Michigan to Hamblin Ave., from 8:00 am to 12:30 pm. Festival activities include live music, entertainment, vendors and children's activities. **The vendors will operate from 8:00 am – 12:00 pm.** The event is held rain or shine!

APPLICATION DEADLINE & VENDOR FEES:

All applications must be submitted by May 1, 2023. The vendor fee for a 10'x10' space is \$155 or non-profit organizations is \$55. Non-profits must provide proof of status with application. Please make check or money order payable to: Cereal City Development Corporation. No refunds will be honored.

RESTRICTIONS:

Any food vendor must comply with the Calhoun County Health Department regulations and obtain the appropriate permits and/or licenses. Vendors are not allowed to solicit outside their booth area. The Festival Committee reserves the right to restrict any activities that interfere with public access and/or festival programming.

SET-UP & TAKE DOWN:

Vendors may set-up between 4:00 am and 7:45 am on June 10th; set-up **MUST BE** completed by 8:00 am. Vendors may park in Michigan Ave. Parking Ramp. You will be able to drop your items off directly at your vendor space **BEFORE 7:45am. All vehicles MUST BE out of the Cereal Festival Area by 7:45am.** After 7:45am you will be required to bring your items across the street to your vendor space from the Michigan Ave. Parking Ramp. A map of your location will be sent one week prior to the Festival. Festival officials and volunteers will also be available on site.

All equipment used in operating a booth during the event will be the responsibility of the vendor, including canopies, tables, chairs, and any other booth furnishings. Additionally, all tents must be secured by sandbags or other weights that will not be staked into the ground. All vendor locations will be assigned at the discretion of the Festival Official. Booth sizes are 10' x 10'. **Vendors may close their booths beginning at 12:00 pm.** All booths should be closed and items removed, including trash, by 1:00 pm.

SIGNAGE:

The appearance of each vendor booth is critical to the overall atmosphere of the Festival and the patron's perception of the event. We highly encourage creative booth designs. You are responsible for any signage, banners, etc. to identify your booth.

SELECTION PROCESS:

A selection committee will review each vendor application based on the following criteria: 1) quality and type of product sold/displayed 2) space availability. Past participation does not guarantee acceptance. The Festival Committee reserves the right to refuse any application or withdraw acceptance, in which case the vendor fee will be returned in full.



VENDOR APPLICATION 2023
Saturday, June 10, 2023
8:00 am – 12:30 pm
Application Deadline: Friday, May 1, 2023

APPLICANT INFORMATION:

Business/Organization Name: _____

Contact Person: _____

Address: _____

Telephone Number: _____

Email: _____

Website (if applicable): _____

Vendor Type (check one): Retail (\$155) Food (\$155) Nonprofit (\$55)

Note: Non-profits MUST submit proof of non-profit status with application

Sales Tax License #: _____

Number of spaces needed (limit 2; \$155 per space): One Two

ACTIVITIES/PRODUCT INFORMATION:

Please provide products to be sold or activities/services to be offered: _____

*All for-profit vendors are responsible for collection of the 6% Michigan Sales Tax and for acquiring a sales tax license.

*Any food vendor must comply with the Calhoun County Health Department regulations and obtain the appropriate permits and/or licenses

PAYMENT INFORMATION:

Total Payment: \$_____

Payment type: Check Money Order Credit Card*

Make check or money order payable to: Cereal City Development Corporation

*Credit Cards are accepted, please call Kellogg Arena at 269.788.1104



RELEASE AND SIGNATURE:

I agree that my name and any photographs of me or my work and/or booth may be used for publicity purposes.

By signing this application, I expressly release the 2023 Cereal Festival and Festival Advisory Board, their agents as well as the owners of the sites, of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of exhibit space. I agree to hold the 2023 Cereal Festival and Festival Advisory Board and the owners of the Festival sites harmless of any loss or damage by reason thereof. I also agree to comply with all State and local regulations in the operation of my vendor space. I agree to and have read the CEREAL FESTIVAL VENDOR POLICIES & GUIDELINES. The 2023 Cereal Festival and Festival Advisory Board reserves the right to terminate this agreement at any time if you choose not to abide by the Vendor Policies & Guidelines (mentioned above) and to make changes to this agreement as needed.

Signature: _____ Date : _____

MAIL OR DROP OFF COMPLETED FORM TO:

2023 National Cereal Festival
c/o Cereal City Development Corporation
1 McCamly Square
Battle Creek, MI 49017

Website: KelloggArena.com

Application Checklist:

Completed Application Vendor Fee Payment Proof of Nonprofit Status

Questions:

Event or Vendor Information contact Kelly Walden at 269.788.1102

Payment Information contact Marilyn Maurer 269.788.1104