



**2023 NATIONAL CEREAL FESTIVAL**  
**Saturday, June 8, 2024**  
**Downtown Battle Creek**  
**8:00 am – 12:00 pm**  
**Vendor Policies & Guidelines**

**FESTIVAL INFORMATION:**

The Cereal Festival will take place on Saturday, June 8, 2024, on McCamly St. starting at Michigan to Hamblin Ave., from 8:00 am to 12:00 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, 2024.** 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 payable to: Cereal City Development Corporation or we can invoice through our square system.

**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 8th; 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 11:30 am.** 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.



Questions:

Event or Vendor Information contact Kaycie Chrystan 269.788.1101 Kelly Walden at 269.788.1102

Payment Information contact Marilyn Maurer 269.788.1104