

HARRISON MUSEUM
HENRY STREET
HERITAGE
FESTIVAL

Harrison Museum of African American Culture's 22nd Festival: "Rhythms of a Village"

Greetings Merchandise Vendors:

The 22nd Henry Street Heritage Festival at Elmwood Park will be held on Saturday, September 17, 2011 from 12 noon to 10:00pm. This annual event provides the primary resources to support the ongoing programs and operations of the Harrison Museum of African American Culture. It also attracts an average of 10,000 people or more from the Roanoke Valley, the East Coast and beyond. The success of this event is due to the array of diverse entertainment, educational forums, and emphasis on the African -American heritage as expressed through the performing arts, crafts, customs and merchandise.

"Rhythms of A Village" is this year's theme, which the Henry Street Heritage Festival will showcase throughout the day. There will be many villages to explore, educate and interact in for all persons in attendance. The day's line up of activities includes the following:

- A health village for self awareness of health prevention and healthy living;
- A children's village for youngsters to learn and explore different ways of having wholesome fun; .
- A marketplace village for purchasing retail merchandise;
- A 411 village for receiving information on jobs, continuing education, goods and services available in the Roanoke Valley, and;
- A food village for feeding the soul with ethnic, traditional and exotic foods that will tempt all to succumb to the many alluring aromas and enticing menus.

In addition to the thematic villages, the festival will include special events such as

- The debut of "Roanoke's Got Talent" - the finalists from a local talent search competition will perform and compete for cash prizes as the 1st, 2nd & 3rd place winner of the Roanoke's Got Talent Show. The audience will determine the best of show.
- Launching the first annual Sweet Potato Pie Bake-off to be judged with bragging rights given to the winner of the contest during the festival.
- An evening concert under the stars with a headline act along with four local/regional performing groups as entertainment

Enclosed you will find a contract for becoming a merchandise vendor. Just as it takes a village to raise a child, it takes a village of exhibitors, vendors, businesses, merchants and volunteers to raise the Henry Street Heritage Festival to an event that has memorable moments of fun, entertainment, and awareness that adds to our Star City's glow. We hope you will become one of the "rhythms of our village".

If you have any questions or concerns, please do not hesitate to contact us at 540-857-4395

Best wishes,

Charles Price, Board President



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**HARRISON MUSEUM OF AFRICAN AMERICAN CULTURE
22ND ANNUAL HENRY STREET HERITAGE FESTIVAL
SATURDAY, SEPTEMBER 17, 2011**

ELMWOOD PARK

12 NOON to 10:00PM

"Rhythms OF A VILLAGE"

MERCHANDISE VENDOR CONTRACT - 2011

festival@harrisonmuseum.com

Name _____

Business/Organization _____

Address _____

City _____ State _____ Zip Code _____

Contact Person _____

Phone _____ Email _____ Fax _____

ITEMS TO BE SOLD; _____

Your tent/booth size is NOT TO EXCEED 10 ft. x 12ft. Will you be using a generator? ____

Type _____ (Spaces Assigned In Order of Payment)

Fee: \$175.00 ALL SPACES TO BE LEFT CLEAN

TOTAL AMOUNT ENCLOSED: _____

In order to validate this contract:

1. Full payment must be received with contract. No refunds, rain dates or cancellations.
2. Make Money Order or Certified Check made payable to the **Harrison Museum**
3. No food or drink to be sold in merchandise area



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4. Last date for receiving a contract is August 31, 2011 (a \$25.00 late fee may be applied after this date)
5. Henry Street Heritage Festival name and logo is the exclusive property of the Harrison Museum of African American Culture and may not be reproduced without permission and a fee.
6. Return a completed copy of this contract along with payment to: **Harrison Museum of African American Culture One Market Square SE – 5th Floor, Roanoke, Virginia 24011 Attn: Festival Event Coordinator**
7. The undersigned will be participating in the Henry Street Heritage Festival through arts & crafts merchandise sales on the property of Roanoke, Virginia located at Elmwood Park between the hours of 6:00am and midnight Saturday, September 17, 2011. The undersigned understands as a participant, he/she has the responsibility to exercise due care for the safety of himself/herself and others.
8. The parties agree that they will hold the City of Roanoke, the Harrison Museum of African American Culture, their officers, agents, employees and volunteers harmless from any and all suits, claims or liability of any type, including attorney fees for loss, injury or damage to persons or property resulting from or arising out of undersigned use of or presence on the City or private property during the arts and merchandise sale located at Elmwood Park between the hours of 6:00am to midnight Saturday, September 17, 2011.

Signature of Agreement Vendor

Approval by Henry Street Heritage Festival

Date: _____

Date: _____