



Greetings Business Exhibitors:

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 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> 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 renting a business informational booth. 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



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

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

**ELMWOOD PARK - 12 NOON to 10:00PM**

*"Rhythms OF A VILLAGE"*

**INFORMATION BOOTH – NON SELLING BUSINESS BOOTH**

[festival@harrisonmuseum.com](mailto:festival@harrisonmuseum.com)

Name \_\_\_\_\_

Business/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Fax \_\_\_\_\_

**ITEMS TO BE DISTRIBUTED;** \_\_\_\_\_

\_\_\_\_\_

**Your tent/booth size is NOT TO EXCEED 10 ft. x 12ft.**

(Spaces assigned in order of payment)

**Fee: \$200.00 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
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 – 5<sup>th</sup> Floor, Roanoke, Virginia 24011 Attn. Festival Event Coordinator.**