



## **2010 NONPROFIT APPLICATION**

### **INFORMATION BOOTHS**

The Bele Chere Festival is once again offering Western North Carolina nonprofit organizations the opportunity to gain exposure. Information booths at the festival provide an arena to increase visibility to an audience of approximately 300,000 festivalgoers, many of whom are unaware of the various nonprofit organizations based in our area.



*Only Western North Carolina nonprofit organizations with 501-C status are eligible for participation.*

#### **2010 FESTIVAL DATES & HOURS**

Friday, July 23      Noon to 10:00 p.m. (Information Booths may close at 8:00 p.m.)  
Saturday, July 24    10:00 a.m. to 10:00 p.m. (Information Booths may close at 8:00 p.m.)  
Sunday, July 25     Noon to 6:00 p.m.

#### **BOOTH FEE: \$50**

Payable upon receipt of acceptance.

#### **IMPORTANT DATES**

**March 19**          Postmark deadline for applications, **including \$10 nonrefundable application fee.**  
All Nonprofits will be notified of their acceptance/rejection for the 2010 Bele Chere Festival.

#### **ELIGIBILITY**

Only Western North Carolina nonprofit organizations with 501-C status are eligible. Western North Carolina is defined as the counties of Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Haywood, Henderson, Graham, Macon, Madison, McDowell, Mitchell, Jackson, Polk, Rutherford, Swain, Transylvania, Yancey, and Watauga.

#### **GENERAL INFORMATION**

Nonprofit organizations who apply for an Information Booth are allowed to dispense APPROVED information only (i.e. flyers, brochures, educational literature, etc.). Giving away water, food, or promotional objects that are designed to be thrown are prohibited (i.e. Frisbees, balls, etc.) All items must be free to the public. **You must submit with your application samples or complete descriptions of all materials your group plans to distribute.** You may display a donation box or hold a raffle for fundraising, but you may not sell any merchandise.

#### **SELECTION PROCESS**

Only 20 Non-Profit Information Booths are available. All applications will be reviewed by the Festival's Vendor Committee for suitability in keeping with the overall objectives and quality of the festival during the vendor selection process. All items to be given out must be submitted with application or a complete description provided. Nonprofits who have had positive evaluations from the previous year and have participated in the past years will be given first priority. All remaining booths will be awarded in a lottery system. Nonprofits who receive a negative evaluation will not be eligible for a booth the following year and will not be entered into the lottery system. All decisions are final.

#### **QUESTIONS**

If you have any questions, call Kristin Pérez at (828) 259-5773 or email to [kperez@ashevillenc.gov](mailto:kperez@ashevillenc.gov)

## ***BELE CHERE FESTIVAL RULES: NONPROFIT INFORMATION BOOTHS***

### ***QUALIFICATION***

1. **All nonprofits must show, if requested, proof of 501-C status** by a letter issued by the State or Federal government. This rule does not apply to public agencies.
2. **All participating nonprofits must have a permanent office location in Western North Carolina.** Western North Carolina is defined as the following counties: Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Haywood, Henderson, Graham, Macon, Madison, McDowell, Mitchell, Jackson, Polk, Rutherford, Swain, Transylvania, Yancey, and Watauga.

### ***SPACE ASSIGNMENT***

1. Bele Chere will assign a specific booth space measuring 10' wide by 10' deep to each accepted nonprofit. This space is sold for all three days of the festival. Although Bele Chere allows requests for specific spaces or areas, under no circumstances is the festival required to provide a specific area or space requested. All placement decisions are final.
2. The exhibitor may not sublet, assign, donate, or trade its assigned space.
3. Please note that due to downtown construction the Bele Chere footprint will be the same as in 2009.

### ***OPERATIONS***

1. **Move in will begin at 8 p.m. on Thursday. Booths must be ready for business one half hour prior to start of event each day and shall remain open until 8 p.m. on Friday and Saturday and 6 p.m. on Sunday.** Adequate personnel should be provided for all operating hours and are bound by all applicable policies. **Booths must remain fully staffed at all times.** Failure to adhere to operational hours without committee approval will result in a warning for first offense, and a \$50 fine for second offense. In addition, failure to adhere to operating hours or early withdrawal may result in not being considered for future festivals.
2. No vehicles will be allowed in the festival area after the following times, until at least one-half hour after closing at the discretion of the Asheville Police Department.

Friday, July 23	10:00 a.m.
Saturday, July 24	7:30 a.m. (Due to 5K road race)
Sunday, July 25	10:00 a.m.
3. There is no reserved nonprofit parking lot and parking is limited in downtown Asheville. Illegal parking will result in towing.
4. Bele Chere is an outdoor street festival and will proceed rain or shine. Exhibitors are responsible for their own exhibits' rain protection.
5. All tents must be firmly secured in case of wind. Since no staking is allowed, a system such as buckets filled with concrete is required. NO wooden structures allowed. Your tent should be flush with the front of the booth space, leaving two feet in the back of your space for storage.
6. SORRY! Electricity is not available. You are encouraged to bring battery-operated lights. **NO GENERATORS are permitted.**
7. All activities must be conducted within the assigned space ONLY. There is to be no proselytizing, advertising, or propaganda distribution outside booth and all sidewalks must remain unobstructed at all times. Failure to comply will result in a \$50 fine.

8. There is to be no hawking, bull horns, or sound systems used.
9. Any items found objectionable by The City of Asheville must be removed or the group may be ejected from the festival.
10. All fines and penalty fees must be paid by cash or check (payable to BELE CHERE) at the time of citation. Failure to pay will result in expulsion from the event and possible exclusion from future events.
11. The participating nonprofit shall comply with all laws, ordinances, rules, and regulations of any lawful authority, agency, or governmental unit which apply to the use of its vending unit requirements, including without limitation, any applicable fire and building codes of the City of Asheville. The nonprofit agrees to indemnify and hold harmless Bele Chere, the City of Asheville, its officers, directors, representatives, employees, and agents for any penalties, fines, costs, expenses or damages from participating nonprofits' failure to comply with such laws.
12. All committee decisions are final.
13. Branded tents are not allowed.

### ***SECURITY***

1. Bele Chere will provide 24-hour security or police coverage. However, Bele Chere, the City of Asheville, its officers, directors, representatives, employees, and agents will not be responsible for losses of any kind, whether by fire, theft, physical violence, elements of nature or any other cause, however originating.
2. Exhibitor acknowledges it is aware that street sweepers will be coming through each night and may cause damage to equipment.

### ***REFUNDS***

1. Written notice of cancellation by the non-profit organization must be postmarked by May 21, 2010 to qualify for refund. A \$25 fee will be assessed to all cancellations. No refunds will be available after May 21, 2010.

### ***MISCELLANEOUS***

1. The participating exhibitor agrees to accept as binding the decision of The City of Asheville as to any dispute between the participating organization and any other attending person as to any matter not covered by these policies.

### ***TERMINATION***

1. The City of Asheville may at its election, terminate the Policies, Procedures, and Requirements Agreement between Bele Chere and the nonprofit any time upon the breach of these policies and the accompanying contract. Upon termination, The City of Asheville may choose to retain any booth rental and application fees paid by the nonprofit. However, the retention of these fees shall not limit The City of Asheville from pursuing any and all remedies available to them resulting from a nonprofit's breach of this agreement. Further, The City of Asheville reserves the option to permit any other person to use the space allocated to the nonprofit who is so terminated.



**NONPROFIT INFORMATION BOOTH APPLICATION**

*Please read all rules and regulations before completing application.  
Your signature indicates your compliance with all festival rules and regulations.*

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

**Contact Name:** \_\_\_\_\_

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

**City/State/Zip:** \_\_\_\_\_

**Day Phone:** \_\_\_\_\_

**Evening Phone:** \_\_\_\_\_

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

**E-mail:** \_\_\_\_\_

Bele Chere is moving forward in the greening efforts and towards making applications available by email and online only. Please provide your email address so we can email you Bele Chere information.

Have you had a booth at Bele Chere before? If YES, please list years? \_\_\_\_\_

**DESCRIPTION OF ALL ITEMS AND INFORMATION TO BE HANDED OUT (PLEASE ATTACH SAMPLES):**

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

**ALL nonprofits must include a \$10 nonrefundable application fee with your signed application.**

My check or money order is enclosed payable to Bele Chere

Please charge to: Visa / Mastercard: Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

Security Code: \_\_\_\_\_ Billing zip code: \_\_\_\_\_ Signature: \_\_\_\_\_

I acknowledge that I have reviewed the Bele Chere Festival Rules for Nonprofit Information Booths and agree to be bound by and comply with all of those documents. I understand that if I have misrepresented my agency or violated any requirements, The City of Asheville may remove any objectionable work or terminate my participation without refund. I further understand that The City of Asheville is ultimately responsible for all operations and I agree to abide by their decisions. I release The City of Asheville, The Bele Chere Festival and the Bele Chere Board of Directors from any responsibility for theft, damage or loss.

**Print Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Please mail completed application to:**  
Asheville Parks, Recreation & Cultural Arts  
BELE CHERE 2010 - NONPROFIT INFO BOOTH  
PO Box 7148  
Asheville, NC 28802

**Applications must be postmarked by Friday, March 19, 2010.  
Please keep a copy of your completed application for your records.**