

# COLUMBIA EARTH DAY 2010

804-C E. Broadway  
Columbia, MO 65201  
573-875-0539  
columbiaearthday.org  
mail@columbiaearthday.org

January 30, 2010

Dear Friend,

Hello. We are writing to invite you to **join us as an exhibitor or vendor at Columbia's 2010 Earth Day Festival. We would welcome your organization, agency or business' participation in this year's festival by setting up a booth at the Earth Day Street Fair.** The Festival, marking the 40<sup>th</sup> anniversary of the original Earth Day, will be held Sunday, April 25 in MU's Peace Park with booths being set up on adjacent streets. In the event of bad weather we will move the Festival to Sunday, May 2.

We have made one significant change in this year's Street Fair. **All booths selling food or drink will be clustered in a Food Court** on 7<sup>th</sup> St. with a seating area. There is a separate fee schedule and registration form for food vendors. Contact us if you'd like this info sent to you. Others should be aware that no food or drink can be sold, or given away for donations, in any other area.

Aside from the Food Court, **booth fees for this year are unchanged:** \$10 for non-profits not taking money, \$20 for non-profits raising money, \$30 for independent artisans\* and \$50 for businesses. Our fees are much less expensive than most comparable events. Any surplus the Coalition generates is used to support environmental education in the community. To encourage timely registration, we will apply a **\$10 surcharge to any registrations received after April 18.** We will be taking reservations on a first-come-first-served basis, **beginning Monday, February 1.**

**Earth Day is put on primarily to promote greater environmental awareness. The Earth Day Coalition encourages everyone incorporate some environmental education effort in their booths, if at all possible.** To increase participation we are **offering modest incentives.** We will be awarding **cash prizes** to the non-profit groups (1st prize \$100, 2nd \$50, 3rd \$25), and **free booth space** next year to the businesses (1st prize is a booth for 2 years, 2nd & 3rd a booth for 1 year) with the best educational displays or interactive learning activities.

The Earth Day Festival is also a **Community Volunteer Fair**, coordinated in conjunction with the **Voluntary Action Center.** We strongly encourage all community groups in search of volunteers to participate, regardless of whether they work directly on environmental issues.

**EARTH FLAGS:** This year we're again encouraging booths to **display an Earth Flag** and making these 3' x 5' flags available at a **discounted price of just \$7.50.** If you'd like one, you can include this in your registration. We will distribute the flags the morning of Earth Day.

Please read through the details regarding the booths on reverse. Especially note that **we request that you be attentive to the environmental impact of your booth.** Also, please note: **All booths selling anything will need to collect sales tax** or document their exemption. **All booths not selling will need to fill out a form** declaring that they are "display only." (**Forms & rate charts will be distributed at Earth Day.**) If you have any questions please feel free to contact me at the Peace Nook (573-875-0539). We hope you'll join us in Columbia's Earth Day celebration.

Sincerely,

Mark Haim FOR THE EARTH DAY COALITION

#### **\*Criteria for Independent Artisans/Craft Hobbyists Rate:**

1. Independent artisans are individuals who make handcrafted items for sale in their own homes or workshops, but do not operate or share in the operation of a shop through which they sell their products. Independent artisans are essentially hobbyists or people who are supplementing their incomes through their crafts. **No others shall be charged the reduced rate.**
2. Those individuals who set up a booth at the reduced rate as independent artisans cannot sell items other than those they've produced. However, two or more independent artisans can share in a booth, provided that each meets the criteria.
3. Those craftspeople who have established themselves in shops or other situations through which they regularly market their crafts commercially as their primary source of income would be considered to be established businesses and pay the regular for-profit rate.
4. In the case of ambiguity those applying for a booth will be asked to provide information about their business and the Earth Day Coalition will determine their status.



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### Booth Reservation Information

- The Festival & Street Fair will be held Sunday April 25. In the event of bad weather we will postpone to Sunday May 2. We do not plan to have an indoor rain site. The Street Fair will run from noon to 6:30 p.m. Booth set up can begin by 8:00 a.m. **Please follow the traffic directions provided by ED volunteers, unload your materials and park before setting up. All booths must be in place absolutely no later than 11:00 a.m.,** as the streets will be **closed to all traffic** after this time. Streets will remain closed until 6:30 p.m. Booths must be kept open until 6:30 p.m., or, if you need to close early, please remove your booth materials by walking them out. **No vehicles are allowed on the streets before 6:30.**
- Booth spaces sized approximately 10' X 10' will be available. **Your set up should not exceed the allocated space** (If you need more than a 10' X 10' space, please sign up for an extra booth.). Booth sites will be assigned by the Columbia Earth Day Coalition. Booth representatives may request a specific location by bringing this form to the Peace Nook, 804-C E. B'way, and picking out a location on a first-come-first-served basis. (Nook hrs: Mon.-Sat. 10-9, Sun. 12-6)
- Your group/business is responsible for bringing all set up materials (tables, chairs, etc.).**
- Booth fees are as follows (with a \$10/booth surcharge applied to any received after April 18):**
  - **Business**, all other for-profits and trade associations--\$50 per booth.
  - **Independent Artisans/Craft Hobbyists**--\$30 per booth (see over for criteria).
  - **Non-profit groups**--\$20 per booth if selling merchandise or taking donations.  
Or \$10 if not taking or soliciting any money (**Limit of ONE \$10 booth** per group, additional spaces \$20/booth. **No \$10 booths if taking money at any booth.**)
- We request that everyone setting up a booth attempts to practice good stewardship of the Earth.** In particular, if possible, please don't distribute items that are not recyclable or biodegradable (e.g. polystyrene cups, plastic packaging). We request handouts be printed on recycled paper. Please refrain from distributing balloons as they have been linked to the deaths of birds and other animals. **Electric hookups are not available**, and, due to noise & exhaust, **electric generators are prohibited** (except wind or photovoltaic). Please take whatever actions you can to **minimize litter generation**, and to **clean up your area at the conclusion of the Street Fair.**
- No refunds for booth fees will be made for any reason.**
- The Earth Day Coalition will make every reasonable effort to assure the safety of participants and exhibitors. We cannot, however, be liable for injuries or loss of property which might occur. **By signing up for a booth the undersigned agrees to hold harmless from any liability the Columbia Earth Day Coalition and its member organizations.**

### NON-FOOD REGISTRATION FORM

ORGANIZATION \_\_\_\_\_ BOOTH # \_\_\_\_\_ EARTH FLAG @ \$7.50? YES NO

For-Profit \$50/ea. \_\_\_\_\_ Indep. Artisans \$30 \_\_\_\_\_ Non-Profit (NOT taking money) \$10 (limit 1) \_\_\_\_\_

Non-Profit (taking money) \$20/ea. \_\_\_\_\_ # of Booths \_\_\_\_\_ +\$10/booth surcharge after 4/18 \_\_\_\_\_ Total Enclosed \$ \_\_\_\_\_

**PARTICIPATING IN ENVIRONMENTAL ED. CONTEST? YES NO**

SIGNATURE OF CONTACT PERSON \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ ZIP \_\_\_\_\_

PHONES (H) \_\_\_\_\_ (W) \_\_\_\_\_ E-MAIL \_\_\_\_\_

ALT. CONTACT NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ ZIP \_\_\_\_\_

PHONES (H) \_\_\_\_\_ (W) \_\_\_\_\_ E-MAIL \_\_\_\_\_

**PLEASE MAIL/BRING CHECKS TO: COLUMBIA EARTH DAY COALITION C/O PEACE NOOK, 804-C E. BROADWAY, COLUMBIA, MO 65201**