



## **Glen Allen Day**

Parade

Arts/Crafts & Business Fair

Sponsors

Application Booklet

**September 17, 2011**

at

**Meadow Farm Museum**

**Crump Park**

Sponsored by the

**Glen Allen Ruritan Club**

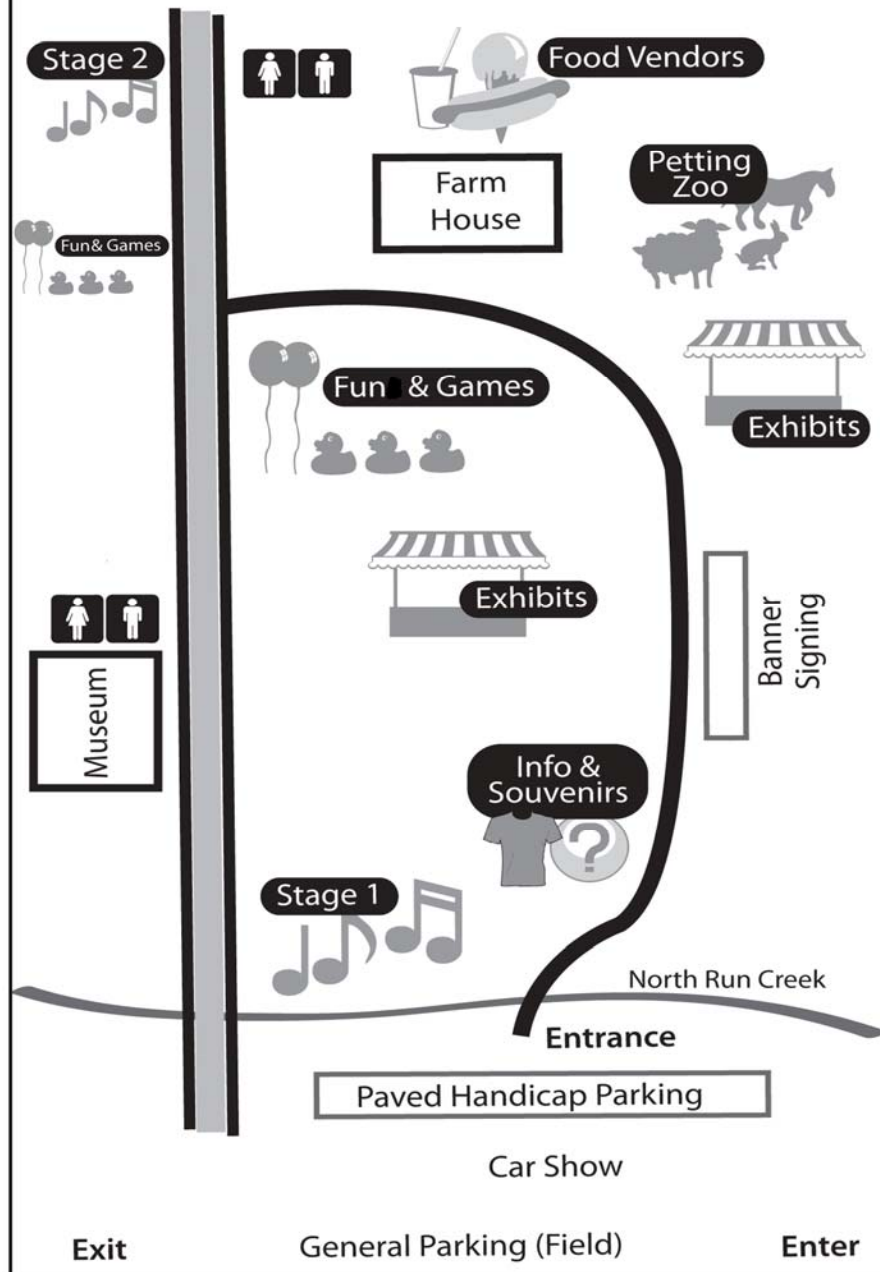
*in association with*

**County of Henrico**

**Division of Recreation and Parks**

[www.GlenAllenDay.org](http://www.GlenAllenDay.org)

# Glen Allen Day 2011 Meadow Farm/Crump Park



## Glen Allen Day 2011

Thank you for your interest in the 15<sup>th</sup> Glen Allen Day celebration to be held on September 17, 2011. The Glen Allen Ruritan Club and the Henrico County Division of Recreation and Parks would like to thank you for making Glen Allen Day the largest single-day outdoor festival in Henrico County.

Glen Allen Day begins with a parade along Mountain Road from the railroad crossing to Crump Park / Meadow Farm Museum. The celebration continues in the park with an Arts / Crafts & Business Fair featuring dozens of exhibitors and family friendly attractions such as a live petting zoo, train rides, and inflatables. A Food Court, a Classic/Custom Auto Show, live music and other entertainment on two stages complete the experience.

This booklet contains an application for participation in Glen Allen Day 2011 events. Detailed information is listed on the pages shown below:

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To apply on line please visit our website: **[www.GlenAllenDay.org](http://www.GlenAllenDay.org)**

To leave a message please call our hotline: **(804) 257-9605**.

### DRIVING DIRECTIONS

Meadow Farm Museum/Crump Park is located at 3400 Mountain Road in Glen Allen. It is 12 miles north of downtown Richmond. Take I-95 exit 84 to I-295 West. Take Woodman Road South exit to Mountain Road. Turn right. Follow the signs on Mountain Road. Park will be on the right.

**Glen Allen Day  
Arts / Crafts & Business Fair**

**Show Hours**

**Saturday, September 17, 2011 from 10:30 AM to 4:00 PM.**

An inclement weather date of the following Saturday, September 24, 2011 has been reserved. In the event of cancellation an announcement will be made on radio station WRVA, 1140 AM, and other local stations.

**Eligibility**

Artists and craftspersons who wish to exhibit and sell their original works may enter. All work must be handcrafted by the exhibitor from raw materials and of original design. Those who wish to participate must complete the application form, submit entry fee and include 3 photographs (may be digital) depicting their work. Exhibitors will be selected on the basis of show composition, variety of media, date of receipt of application and entry fee, and at the Glen Allen Ruritan Club's discretion. The Glen Allen Ruritan Club reserves the right to reject any exhibitor's work that is found unsuitable or not pre-registered by July 31, 2011.

**Exhibitor Booth Space**

10'X10' booth spaces are available (limit two per entry). Exhibitors will be notified of booth space locations prior to or on the day of the show. Exhibitors are responsible for providing their own tables and chairs and for setting up their own displays. The Glen Allen Ruritan Club reserves the right to assign locations at their discretion. This is an outdoor program; please bring appropriate quick cover in the event of a brief shower. No electricity will be provided or flammables allowed. Restroom facilities will be available.

**Entry Fee and Deadline**

The **appropriate fee** per each 10'X10' exhibitor booth space is required with each entry application. Show entry is limited. Popular categories fill up fast, so enter early to assure a booth space in the show. All applications, fees and pictures must be received by July 31, 2011. Applicants meeting this deadline will be notified of their acceptance by August 15th. Applications received after July 31<sup>st</sup>, will be considered only as space is available. No entry fee refunds due to cancellations or inclement weather on the day of the show will be given.

**Glen Allen Day**  
**Arts / Crafts & Business Fair (continued)**

**Virginia State Sales Tax**

Virginia Sales Tax may apply to all sales made during the show. Individual exhibitors are responsible for reporting their taxes in accordance with State law.

**Liability**

The Glen Allen Ruritan Club is not liable for any loss or damage to the participant and/or participant's property. All exhibitor booths must be attended by the participant or proxy at all times throughout the festival hours.

**Business & Non Profits Exhibition Space – General Terms**

- One space, approximately 10'X10' in the business area
- Table will not be furnished, nor will provision for cover in the event of rain or high wind.
- No electricity provided.
- Direct selling allowed only with prior approval.
- **No food or drink may be sold or given away by anyone without written permission from the Glen Allen Ruritan Club and a Henrico County Health Department Permit if applicable.**
- The Glen Allen Ruritan Club reserves the right to refuse participation by anyone or any group.
- Ruritans take no stand to endorse any causes, either social or political. We endorse no political candidates. Exhibitors may distribute business cards, printed materials, or imprinted items. Literature may be distributed but only from an exhibit booth as a fair exhibitor. This distribution shall be in no way considered an endorsement.
- The Glen Allen Ruritan Club accepts no liability for the actions of any business or individual participating in this event. Failure to follow policies established will result in asking participants to leave the premises.

**Fair Check-In and Set-up**

On-site check-in will be from 7:00AM to 9:00AM on September 17<sup>th</sup>. Vehicles may drive into the show area for unloading **but must be immediately removed from the exhibit areas** for setup to begin.

## Glen Allen Day 2011 Sponsorship Opportunities

- A. Corporate Sponsor** (3 year commitment)  
**\$750.00 1<sup>st</sup> year; \$600.00 years 2 and 3**
- Name prominently displayed at the entrance to Crump Park/Meadow Farm announcing “Glen Allen Day 2011” starting approximately August 15th, 2011.
  - Two (2) “Business Area” spaces in the Fair
  - Five (5) badges identifying individuals as a Corporate Sponsors
  - Appropriate Signage at Fair
  - Full Page Ad in the Program/coupon book
  - Logo on Back of Staff T-Shirt
  - Parade Entry
- B. Contributing Sponsor - \$300.00**
- One (1) “Business Area” space in the Fair
  - Three (3) badges identifying individuals as Contributing Sponsors
  - Appropriate signage at the fair
  - Half Page Ad in the Program/coupon book
  - Parade Entry
- C. Supporting Sponsor - \$200.00**
- One (1) “Business Area” space in the Fair
  - Two (2) badges identifying individuals as a Supporting Sponsor
  - Half Page ad in the Program/coupon book

(Sponsorship application on Page 12)

**PREMIUM SPONSORSHIPS** including limited exclusivity, all media coverage, prime booth spaces and signage are available. These sponsorships are tailored to the specific needs of the sponsors with the benefits detailed in a separate Premium Sponsorship Agreement. **Call us today to learn more!**

# Continued thanks to Glen Allen Day 2010 Corporate Sponsors



**We welcome your support for 2011!**

## **Advertise in the Glen Allen Day 2011 Event Program / Coupon Book**

A 60+ page printed program booklet containing ads, coupons and community announcements is produced and distributed at Glen Allen Day. This is one of the most affordable ways to advertise and reach new customers. We encourage all of our advertisers to include coupons in your ad to help attract new customers and clients to your business or organization.

Ads must be paid in full by July 31, 2011 to guarantee placement.

### **Rates:**

- Full Page - \$125
- Half Page - \$75
- Business Card - \$50

### **Ad Specifications**

Camera Ready Art or electronic format (EPS/PSD)  
Black and White halftone or line drawing  
300 dpi minimum resolution

### **Ad Dimensions**

- **Full Page** H: 7.5in, W: 4.5in
- **Half Page** H: 3.75in, W: 4.5in
- **Business Card**

**DEADLINE FOR ALL AD SUBMISSIONS IS JULY 31, 2011**

**For more information please call  
804-257-9605 or**

**E-mail: [GAD@glenallenruritan.org](mailto:GAD@glenallenruritan.org)**

**Full Page \$125**

**Half Page \$75**

**Business Card \$50**

**Glen Allen Day Parade**  
**9:00 AM Assembly 9:30 AM Step-Off**

The purpose of the Glen Allen Day Parade is to provide the grand opening for a day of community celebration. This event is not to be used to promote social or political causes. The Glen Allen Ruritan Club reserves the right to reject any parade entry that does not conform to this mission.

**Parade Route** - Mountain Road beginning at John Cussons Rd. to Meadow Farm/Crump Park.

**Application Deadline / Entry Fees** - We will accept qualifying entries until step-off time of 9:30AM. However, to better plan this event, please register and pay fees as soon as possible. Expenses related to the parade involve traffic barriers, security, and insurance. Please make checks payable to the Glen Allen Ruritan Club.

**Your unit is expected to be in the staging area along John Cussons Rd. at 9:00AM on Saturday, September 17<sup>th</sup>.**

There is NO PARKING in the staging area. For marching groups, we encourage car-pooling. There is no shuttle service to the destination of RF&P Park. All children/youth are to be picked up there.

**Nothing may be thrown or handed out by units in the parade.**

The Glen Allen Ruritan Club accepts no liability for actions of any parade participants. Riders on any parade vehicle must remain seated when the unit is in motion. It is the responsibility of on site leadership to properly chaperone all participants involved. Final decisions on the safety and appropriateness of a unit will be made by Parade Marshals and/or officials of the Henrico Police Department.

In order for everyone to enter the park quickly, there will be no exits open from Meadow Farm Park until approximately 30 minutes after the conclusion of the parade. It is your responsibility to notify members of your group that they cannot exit the park until Henrico Police reopens the exits

**Glen Allen Day 2011 - September 17, 2011 - Application**

Organization: \_\_\_\_\_

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

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

Phone (Day) \_\_\_\_\_ (Cell) \_\_\_\_\_

Email Address: \_\_\_\_\_

(please mark all that apply)

**Parade**

PARADE FEES	Prior to July 31 <sup>st</sup>	After July 31 <sup>st</sup>
Non Profits	\$10	\$25
Business/Politicians	\$30	\$40

Description of unit \_\_\_\_\_  
\_\_\_\_\_

**Exhibit Space** (please select one)

\_\_\_ Arts/Crafts \_\_\_ Non-Profits \_\_\_ Business

Number of spaces needed: (circle) 1 2

Description of planned activities :

EXHIBITION SPACE FEES	Prior to July 31 <sup>st</sup>	After July 31 <sup>st</sup>
<b>Arts &amp; Crafters</b>	\$30	\$45
<b>Non Profits</b>	\$20	\$35
<b>Business</b> <i>(including politicians)</i>	\$60	\$75

**Program Book Advertisement** \_\_\_ check if use last year's ad

(select)

\_\_\_ Full page **\$125**

\_\_\_ Half page **\$75**

\_\_\_ Business Card size **\$50**

Please detach and mail with check and applicable information to :

**Glen Allen Ruritan Club**  
**P.O. Box 1064 - Glen Allen, VA 23060**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**By signing you agree to abide by the rules listed in this booklet.**

# GLEN ALLEN DAY 2011 SPONSOR APPLICATION

Organization: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**SPONSORSHIP:**  
(CHECK BOX BELOW)

\_\_\_\_\_ CORPORATE SPONSOR                      \$ 750.00  
Booth Use: \_\_\_\_\_ 1 space                      \_\_\_\_\_ 2 Spaces  
Advertisement \_\_\_\_\_ Parade \_\_\_\_\_

\_\_\_\_\_ CONTRIBUTING SPONSOR                      \$ 300.00  
Booth Space Request: \_\_\_\_\_ (check if yes)  
Advertisement \_\_\_\_\_ Parade \_\_\_\_\_

\_\_\_\_\_ SUPPORTING SPONSOR                      \$ 200.00  
Booth Space Request: \_\_\_\_\_ (check if yes)  
Advertisement \_\_\_\_\_

**PLEASE INCLUDE PAYMENT and AD WITH YOUR APPLICATION.**

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

Mail to:  
GLEN ALLEN RURITAN CLUB  
P.O. BOX 1064  
GLEN ALLEN, VA 23060

**DEADLINE FOR ALL AD SUBMISSIONS IS JULY 31, 2011.**