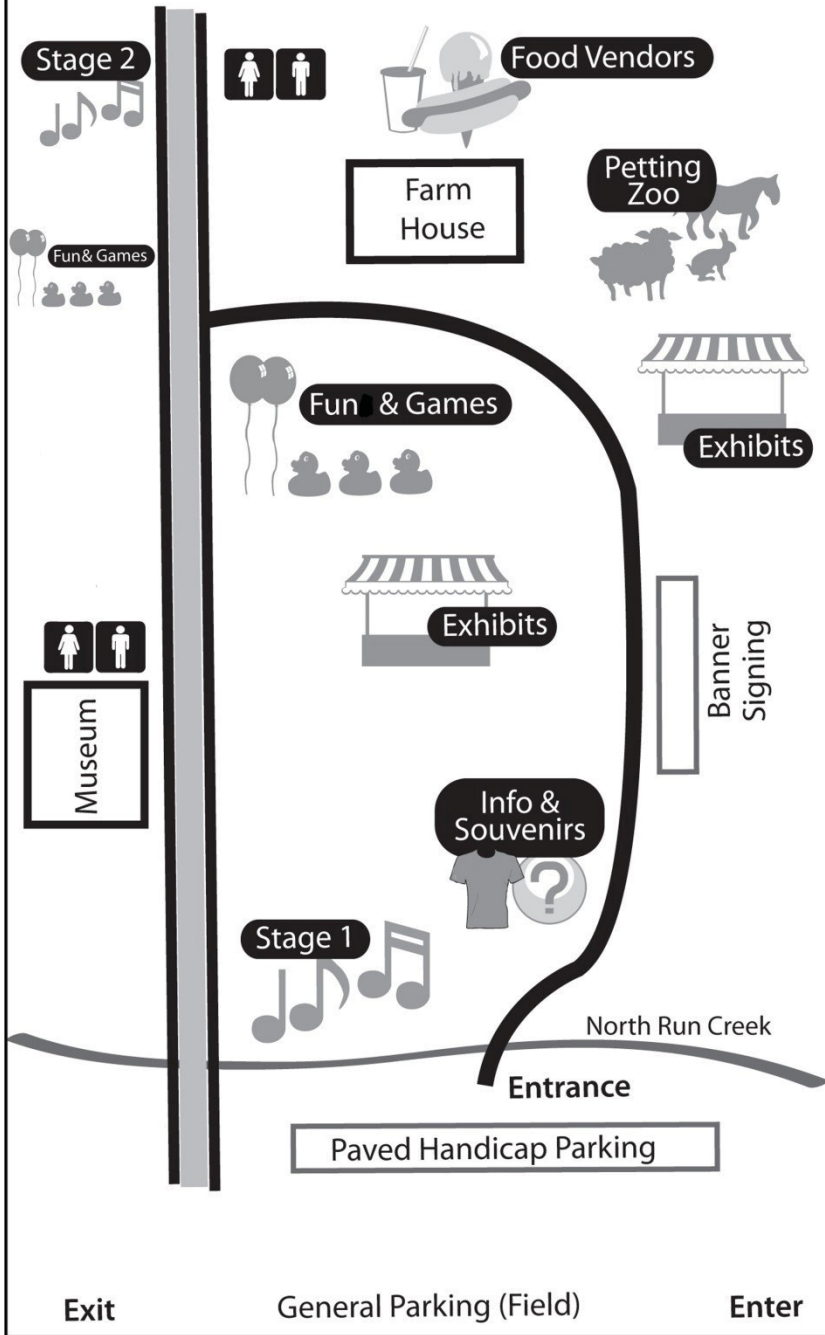




# Glen Allen Day

# Meadow Farm/Crump Park



# APPLICATION

**Glen Allen Day—September 23, 2017**  
Advertisers, Arts & Crafts, Business Fair, Parade

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

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

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

Phone: (cell) \_\_\_\_\_ (other) \_\_\_\_\_

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

*(please mark all that apply)*

**Parade**

PARADE FEES	Prior to June 30	After June 30
Non Profits	\$20	\$30
Business/Politicians	\$40	\$50

Description of Unit: \_\_\_\_\_

**Exhibit Space** *(please select one)*

Arts/Crafts    Non-Profits    Business

EXHIBITION SPACE FEES	Prior to June 30	After June 30
Arts & Crafters	\$40 each	\$55 each
Non Profits	\$30 each	\$45 each
Business/Politicians	\$60 each	\$75 each

Description of Activity: \_\_\_\_\_

\_\_\_\_\_ Direct Selling Planned  #Spaces (circle) 1 2

**Program Book Advertisement**  *check if reuse last year's ad*

*· select ad size · deadline for all ads is June 30*

\_\_\_ Full Page **\$125**   \_\_\_ Half Page **\$75**   \_\_\_ Business Card Size **\$50**

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

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

*Mail Payment (payable to  
Glen Allen Ruritan Club),  
Ad (if applicable) & Signed  
Application to:*

**GLEN ALLEN RURITAN CLUB  
P.O. BOX 1064  
GLEN ALLEN, VA 23060**

## Glen Allen Day 2017 Sponsorship Opportunities

*See Sponsorship Application on Page 12*

### **Corporate Sponsor** (3 year commitment)

**\$750 year 1; \$600 year 2; \$600 year 3**

- *Name prominently displayed at the entrance to Meadow Farm/Crump Park announcing Glen Allen Day 2017 starting approximately August 31, 2017.*
- *Two (2) Business Area spaces in the Fair*
- *Early, Exclusive Friday Afternoon Booth Setup*
- *Five (5) badges identifying individuals as a Corporate Sponsor*
- *Visible Prime Signage at Fair*
- *Full-Page Ad in the Event Program / Coupon Book (pages 8-9)*
- *Logo Prominently Displayed on Back of Event Staff Shirt*
- *Parade Entry*
- *2 Tickets to the Healy Gala (spring scholarship gala)*

### **Contributing Sponsor - \$350**

- *One (1) Business Area space in the Fair*
- *Early, Exclusive Friday Afternoon Booth Setup*
- *Three (3) badges identifying individuals as a Contributing Sponsor*
- *Visible Signage at Fair*
- *Half-Page Ad in the Event Program / Coupon Book (pages 8-9)*
- *Parade Entry*
- *2 Tickets to the Healy Gala (spring scholarship gala)*

### **Supporting Sponsor - \$200**

- *One (1) "Business Area" space in the Fair*
- *Early, Exclusive Friday Afternoon Booth Setup*
- *Two (2) badges identifying individuals as a Supporting Sponsor*
- *Half Page ad in the Program/coupon book*

**TAILORED PREMIUM SPONSORSHIPS** – We are happy to work with you to create a custom sponsorship package. Prime booth locations, top billing in all media, announcements from both performance stages, and limited category exclusivity, etc. can be discussed. These sponsorships will be tailored to the specific needs of the sponsors with the benefits detailed in a separate Sponsorship Agreement. **Call (804) 257-9605.**

## GLEN ALLEN DAY 2017

Thank you for your interest in the 21st Glen Allen Day celebration, set for September 23, 2017. The Glen Allen Ruritan Club and the Henrico County Division of Recreation and Parks thank you for making Glen Allen Day the largest single-day outdoor festival in Henrico County.

Glen Allen Day, held at Meadow Farm/Crump Park in Glen Allen, VA includes two stages of local live music, children's games, crafts, great food, over 100 exhibitors, and fun activities for all ages. In association with Glen Allen High School, Glen Allen Day kicks off at 8 a.m. with the GA5K, a fun run for all ages. An old-fashion parade, complete with floats, marching bands, and a Grand Marshal, follows at 9:30 a.m. The festival opens immediately after the parade and lasts until 3 p.m.

This application booklet is for sponsorship, advertisements, parade participation, and festival booth registrations through the Glen Allen Ruritan Club. Detailed information is listed on the pages shown below.

Glen Allen Day Map	Page 2
Arts & Crafts and Business Fair	Pages 4, 5
Parade	Page 6
Advertising in Event Program	Pages 8, 9
Sponsorship Application	Page 10, 12
Parade, Fair & Program Application	Page 11

For more information 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, Virginia 23060. 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.

**GA5K – PLEASE NOTE** – GA5K participants must register online at <https://runsignup.com/Race/VA/GlenAllen/GA5Kilometer>. This paper application does NOT serve as a GA5K registration form.

**GLEN ALLEN DAY  
ARTS & CRAFTS AND BUSINESS FAIR  
Following Parade, 10:30 a.m. to 3:00 p.m.**

**Reach Approximately 10,000 Attendees**

**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 (*page 11*), submit entry fee and include 3 photographs depicting their work (digital photos can be emailed to GAD@glenallenruritan.org). 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.

**Booth Space** – 10’ x 10’ 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, chairs, tents, etc. and their own space setup and break down. 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. No flammables allowed. Restroom facilities are available and food will be available for purchase.

**Entry Fee and Deadline** – The appropriate fee per each 10’ x 10’ exhibitor booth space is required with each entry application (*page 11*). Show entry is limited. Popular categories fill up fast, so enter early to assure a booth space in the Fair. All applications, fees, and pictures must be received by **June 30**. Applicants meeting this deadline will be notified of their acceptance by August 31. Applications received after June 30 will be considered only as space is available. No entry fee refunds will be given except for unapproved applications.

**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.

**Full Page \$125**

**Half Page \$ 75**

**Business Card \$ 50**

## Advertising in the Glen Allen Day 2017 Event Program / Coupon Book

A sixty-page printed Glen Allen Day Program booklet containing advertisements, coupons and community announcements is produced and distributed free to all attendees at Glen Allen Day.

An ad in the Event Program is one of the most affordable ways to advertise and reach customers. Glen Allen Day draws approximately 10,000 attendees and is the largest single-day outdoor festival in Henrico County.

We encourage advertisers to include coupons in your ad to help drive customers and clients to your business or organization.

### Rates:

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

### Ad Specifications

Camera Ready Art or Electronic Format  
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 - H 2.5in, W 4.5 in

Ads must be paid in full by June 30 to guarantee placement.

**Please see Page 11 to purchase an advertisement.  
DEADLINE FOR ALL AD SUBMISSIONS IS JUNE 30**

**For More Information**  
804-257-9605  
GAD@glenallenruritan.org

## GLEN ALLEN DAY ARTS & CRAFTS AND BUSINESS FAIR (continued)

**Fair Check-In and Setup** – Exhibitors may begin setting up their booths as early as 7 a.m. and must be completed by 9 a.m. The GA5K and the parade create inside the park congestion, as such exhibitors are strongly encouraged to setup as early as possible. Exhibitors may drive into the fair area near the Meadow Farm Museum only during the setup time and will **be required to remove your vehicle from the fair area immediately following unloading.** Vehicle removal from the fair area before 9 a.m. will be enforced.

**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' x 10' in the business area
- Tables, chairs, tents, etc. will NOT be furnished; bring your own.
- No electricity provided. No flammables allowed.
- Direct selling allowed only with prior approval. Request on application.
- **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 participants being asked to leave the premises.

**Inclement Weather** – An inclement weather date of Saturday, September 30, 2017 has been reserved. In the event of cancellation an announcement will be made on radio station WRVA, 1140AM, and other local stations.

**GLEN ALLEN DAY PARADE**  
**9:00 a.m. Assembly    9:30 a.m. Step Off**

The purpose of the Glen Allen Day Parade is to provide a grand opening for a day of community celebration. Parade highlights include floats, fire engines, high school marching bands, clubs, scouts, and a Grand Marshal. Our parade celebrates our love for Glen Allen and is not to be used to promote social or political causes. The Glen Allen Ruritan Club reserves the right to reject any parade entry.

**Parade Route** – Mountain Road beginning at John Cussons Drive to inside Meadow Farm/Crump Park.

**Application Deadline / Entry Fees** – Parade entrants must complete application, provide entry fee (*page 11*) and be approved to gain parade entry. Parade entrants are strongly encouraged to complete the application process by **August 31**. *The Glen Allen Ruritans will review completed applications accompanied by the corresponding entry fee as late as 8:30 a.m. the day of the parade. However, we cannot guarantee approval. We strongly discourage waiting until the day of the parade to apply.*

**Your parade unit must be in the staging area along John Cussons Drive by 9 a.m. Saturday, September 23, 2017**

There is **NO PARKING** in the staging area. For parade participants, carpooling is strongly encouraged. There is no shuttle service to the destination of Meadow Farm/Crump Park. All participants must be picked up from inside Meadow Farm/Crump Park.

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

For everyone to enter the park quickly, there will be no exits open from Meadow Farm until approximately 30 minutes after the parade ends. It is your responsibility to notify members of your group they cannot exit the park until Henrico Police reopen the exits.

*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 onsite 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.*

**Continued Thanks**  
to our 2016 Glen Allen Day  
Corporate Sponsors

- Atack Properties**
- ~
- Bruster's Ice Cream**
- ~
- Davidson Roofing**
- ~
- Glen Allen Super Market**
- ~
- Holiday Barn Pet Resorts**
- ~
- Kelleher HVAC**
- ~
- Master Cho's**
- ~
- Wells Fargo**
- ~
- West End Heating & Air**

We welcome and appreciate your support for Glen Allen Day 2017.  
“Glen Allen, a Great Place to Grow Up”