

**2024 Hands & Harvest Festival Participant and Sponsor Application
Friday – Sunday, October 11 – 13, 2024 – Highland County, Virginia**

www.highlandcounty.org/hands-harvest-festival/

Sponsored by the Highland County Chamber of Commerce

The annual Hands & Harvest Festival is held throughout Highland County during the second weekend in October. In 2024, our growing event plans to feature a Harvest Trail for farm and maple sugar camp tours with family fall activities, food specials at local restaurants, artist demonstrations, a used book sale, live entertainment, and more!

We want your business, organization, or event to be an official part of the Hands & Harvest Festival as a **participant or sponsor** to help you grow! Please choose your level of participation below and fill out the information to proceed, whether you have a physical location within Highland County and are open on Friday, Saturday, or Sunday of October 11 – 13, 2024 - or if you just want to be a sponsor for added exposure during this busy time of year. Please email any questions to Chamber Executive Director Chris Swecker at director@highlandcounty.org. Please stay updated with the festival at www.highlandcounty.org/hands-harvest-festival/.

*****Deadlines*****

To be placed on an 18" x 24" real estate sign for exposure before the Highland County Fair as part of Gold Sponsorship: **9 am on August 14, 2024**

To be placed on the Hands & Harvest Map: **5 pm on September 16, 2024**

To apply for the Hands & Harvest Festival:

- Please provide all requested information on the application.
- Please fully read the Rules of Participation and acknowledge your approval at the end of the form.
- Please enclose a check or money order payable to the Highland County Chamber of Commerce. Online payments can be made by request. ***There will be a \$25.00 service fee for any returned checks.**

We wish everyone a safe, enjoyable, and profitable festival!

Please fill out the form, sign and send with payment to:

Highland County Chamber of Commerce
PO Box 223
61 Highland Center Drive
Monterey, VA 24465
(540) 468-2550
director@highlandcounty.org
www.highlandcounty.org

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Highland County Chamber of Commerce Members receive discounted fees
(Interested in joining the Chamber? Please visit www.highlandcounty.org/why-join-the-chamber/.)

Please check one of the following options:

Official Participant _____ Chamber Member = \$25 • _____ Non-chamber Member = \$50

- Your listing details of up to 20 descriptive words appears on the official Hands & Harvest Festival Map
- Your listing details of up to 20 descriptive words appears on the official Hands & Harvest website at www.highlandcounty.org/hands-harvest-festival/

Bronze Sponsorship _____ Chamber Member = \$50 • _____ Non-chamber Member \$100

- Your listing details of up to 20 descriptive words appears on the official Hands & Harvest Festival Map
- Your map listing includes a customized 1x1 inch square ad with your logo to highlight you as a Bronze Sponsor
- Your listing details of up to 50 descriptive words appears on the official Hands & Harvest website at www.highlandcounty.org/hands-harvest-festival/
- Your listing is announced collectively as a Bronze Sponsor with other sponsors using our Facebook (www.facebook.com/highlandcounty) and Instagram (www.instagram.com/highland_county_va/) accounts ahead of the festival

Silver Sponsorship _____ Chamber = \$200 • _____ Non-chamber Member = \$300

- Your listing details of up to 20 descriptive words appears on the official Hands & Harvest Festival Map
- Your map listing includes a customized 2x2 inch square ad with your logo to highlight you as a Silver Sponsor
- Your listing details of up to 100 descriptive words appears on the official Hands & Harvest website at www.highlandcounty.org/hands-harvest-festival/
- Your listing is individually announced as a Silver Sponsor using our Facebook (www.facebook.com/highlandcounty) and Instagram (www.instagram.com/highland_county_va/) accounts ahead of the festival.

Gold Sponsorship _____ Chamber - \$500 • _____ Non-Chamber Member = \$700

- Your listing details of up to 20 descriptive words appears on the official Hands & Harvest Festival Map
- Your map listing includes a customized 3x3 inch square ad with your logo to highlight you as a top sponsor
- Your listing details of up to 100 descriptive words appears on the official Hands & Harvest website at www.highlandcounty.org/hands-harvest-festival/
- Your listing is individually announced as a Gold Sponsor using our Facebook (www.facebook.com/highlandcounty) and Instagram (www.instagram.com/highland_county_va/) accounts ahead of the festival. We boost the Facebook ad for \$50 to get more website visitors to your website.
- You provide promotional materials for your organization to be placed at the Chamber's information booth on the Monterey Courthouse Lawn
- You are mentioned at least 3 times before and during the event as a top Gold Sponsor (radio interviews, before entertainment, press releases, etc.)
- Your logo is placed on an 18 x 24" real estate sign to designate you as a sponsor next to the large Hands & Harvest banner at the edge of Rt. 250 and Myers-Moon Road before the Highland County Fair until after the festival

Please check one of the following categories for your placement category on the official Hands & Harvest Festival Map:

_____ **Harvest Trail** (agritourism activities like maple sugar camps, farms, etc.)

_____ **Shopping, Dining, and Lodging** (stores, restaurants, bed & breakfasts, etc.)

_____ **Community Activities and Attractions** (special events, museum, fire tower, etc.)

EXHIBITOR NAME _____

BUSINESS NAME _____

ADDRESS _____

STREET/PO BOX _____

CITY _____ STATE _____ ZIP _____

PHONE _____

E-MAIL ADDRESS _____

WEBSITE _____

DESCRIPTION OF ACTIVITIES _____

ARE YOU A MEMBER OF THE HIGHLAND COUNTY CHAMBER OF COMMERCE? _____ YES _____ NO

2024 Hands & Harvest Festival Participant and Sponsor Rules of Participation

- I agree to participate in the Hands & Harvest Festival according to the information listed in my application.
- I understand the application fee payment does not guarantee acceptance. Any unaccepted participant or sponsor will receive their application fee payment back in full.
- I understand that the deadline to be placed on an 18" x 24" real estate sign for exposure before the Highland County Fair as part of Gold Sponsorship is **9 am on August 14, 2024**.
- I understand that I will need my application submitted **no later than 5 pm on September 16, 2024** to be included on the official Hands & Harvest map.
- I understand there will be no refund for cancellations of accepted applications after **5 pm on September 30, 2024**.
- I understand that I am responsible for the VA State Sales Tax of 5.3% on all sales and orders where applicable. When reporting sales tax to the Department of Taxation, please use Highland County's locality code 51091 in order to allocate local sales revenue to Highland County. For more on Virginia Tax Information: www.tax.virginia.gov/retail-sales-and-use-tax or 804-367-8037.
- All vendors preparing, distributing, or selling a food product must comply with Virginia's Department of Health codes and are required to have proper permits to operate. Food vendors who do not have a Virginia Department of Health Food Permit must apply for a temporary event food permit through the Highland County Health Department by calling 540-468-2270. More information is available at www.vdh.virginia.gov/environmental-health/food-safety-in-virginia/tfe/.
- I acknowledge that The Highland County Chamber of Commerce has exclusive rights to publish, copyright, reproduce, record and distribute media materials that will be created in perpetuity from participation in this festival. Furthermore, I authorize The Highland County Chamber of Commerce and those acting pursuant to their authority to exhibit, distribute and broadcast photos, video, and audio of my setup, inventory, and staff to video, audio tape, film, online media, print materials or any other medium.
- I agree to have my email address added to the Chamber's e-newsletter list. I can unsubscribe at any time.
- The Highland County Chamber of Commerce has general liability insurance. This insurance does not cover participant or sponsor inventory, visitors within the confines of the participant or sponsor space, or participant or sponsor personnel. Participants and sponsors should consult their insurance agents for proper coverage on liability and inventory. Participants and sponsors will be held responsible and will be required to pay the costs for repair of any damage they or their personnel cause to facility buildings or facility equipment, including interior and exterior doors, plumbing, electrical service, grounds, floors, ceilings, and walls.
- I agree that neither the Highland County Chamber of Commerce nor its agents or employees, nor the participating venues, nor their agents or employees, shall be liable for any damage to the property of or for the loss of any business to the participant or sponsor, or for any loss by theft, damage by fire or other means, or for injuries to the participant or sponsor, its employees, agents, or customers, or guests arising from any cause or matter whatsoever.
- In consideration of The Highland County Chamber of Commerce agreeing to promote my event/business through its use of its website, communication channels and/or social media, I agree to hold the Highland County Chamber of Commerce, its agents and employees, harmless from any and all liability, loss or damages (including but not limited to court costs and attorney fees) as a result of my participation, whether caused by my actions, or on account of visitors, customers, volunteers or employees.
- I agree to manage my booth in order to maintain compliance with current CDC (www.cdc.gov) and VDH (vdh.virginia.gov) guidelines for preventing the spread of COVID-19.
- Should an act of God, terrorism, Mother Nature, health crisis, pandemic, or community disaster occur, the Highland County Chamber of Commerce in consultation with Highland County officials including, but not limited to, the Police Department, EMS Services, Fire Departments, Emergency Officials, and Board of Supervisors will make all decisions regarding the festival based on safety first. The Highland County Chamber of Commerce cannot accept the risk of disaster for everyone. Each participant and sponsor must accept the risk of loss of his or her entry fee in the event that the Highland County Chamber of Commerce for any reason cancels the festival. There will be NO REFUNDS in the event that the festival is cancelled due to incidents beyond the control of the Highland County Chamber of Commerce such as outlined above. Money paid to participants and sponsors is spent producing and promoting the event. The Highland County Chamber of Commerce has ordered and is liable to pay for supplies, rentals and services needed to produce this event, regardless of the outcome. Production and promotional costs include, but are not limited to marketing, entertainment, insurance, public sanitation, and labor.
- I have read and fully understand the Hands & Harvest Festival Rules of Participation. I agree to comply with these rules and will be responsible for all my personnel to comply with these rules. I understand that failure to comply with these rules can result in forfeit of all fees paid to the Highland County Chamber of Commerce and my future participation in the Hands & Harvest Festival.

Date _____ Signature _____