



Harvard Lions Club Fall Festival
P.O. Box 268, Harvard, Massachusetts 01451

2011 Application Information Letter

Dear Crafter,

The Harvard Lions Club's 14th Annual Autumn Craft Fair will be held in conjunction with the 7th Annual Harvard Fall Festival on Saturday and Sunday, September 17 & 18, 2011 from 10 a.m. to 4p.m. This is a juried Craft Fair which features an exciting mix of American and international crafts. Along with the crafters, we have a few commercial businesses with non-competing products. In addition to the Craft Fair, the Festival events include the Harvard Fall Festival State Championship BBQ Cook-off Saturday and Sunday, a Battle of the Bands on Friday night, and for the 7th year, live music from a headliner band and fireworks on Saturday night. The Craft Fair and Festival events bring out 5,000+ visitors over the weekend. This outdoor fair is located at Sunnywood Acres, a 50 + acre estate, ideally situated on Route 110 just off Route 2 in the beautiful town of Harvard, MA. The Harvard setting offers a story book autumn experience. Visitors flock to the area for attractions such as the Fruitlands Museum, spectacular scenic views, and orchards featuring apple picking and freshly made cider.

The Harvard Lions Club is a nonprofit, philanthropic organization dedicated to the elimination of blindness and Diabetes through research. The Fall Festival is our largest annual fundraising event. Monies raised in the past were donated to agencies such as the Clara Barton Camp for Diabetic Young Women, Massachusetts Lions Eye Research, Lions International Sight First Foundation, and local sight and Diabetes organizations.

*We continue our dedication to increasing Crafter, community and patron participation. Any one who recruits a Crafter who has not participated in our Fall Festival will receive a **\$20 finder's fee**. To be eligible for the finder's fee, please annotate your recruited Crafter on your craft fair application. The finder's fee will be awarded at the conclusion of the Fair if your recruited Crafter applies, is accepted and participates in the Craft Fair.*

The following guidelines are provided to further inform you about the Harvard Lion's Club Autumn Craft Fair:

- ❖ **100 crafter spaces will be available. Booths are 11' X 11' and are assigned the day of the fair.**
- ❖ **For applications (and checks) received by May 30 the cost per space is \$100 for both days/ \$70 for one day; between June 1 and Aug 1 the cost is \$120/\$90; after Aug 1 it is \$140/\$100. This is a non-refundable fee. Refunds are provided only if the fair is cancelled due to circumstances beyond our control.**
- ❖ RAIN or SHINE the Fall Festival will go on!
- ❖ Crafters may not sell their spaces to another Crafter.

- ❖ Massachusetts State Law requires crafters to possess a tax identification number and to collect 6.25% state tax on all items sold.
- ❖ Access to electricity is extremely limited so crafters must request it on the application and provide their own outdoor extension cords.
- ❖ Crafters are responsible for providing their own booth, i.e. tables, chairs, tent and any items you may need to furnish or repair your booth.
- ❖ *TENTS ARE AVAILABLE TO RENT FOR A FEE OF \$50 FOR THE WEEKEND. IF YOU REQUIRE A RENTAL TENT PLEASE LET US KNOW IN ADVANCE BY NOTING IT ON YOUR APPLICATION AND INCLUDING THE ADDITIONAL \$50 IN YOUR PAYMENT.*
- ❖ The craft fair is open to the public from 10:00 a.m. until 4:00 p.m. Saturday and Sunday.
- ❖ Booths must remain in operation during these hours.
- ❖ Although there are Festival events on Friday and Saturday nights from 6 p.m. – 10 p.m. the craft area is not open during those hours.
- ❖ Booths may be set up between 3 – 5 p.m. on Friday and 7 - 9:30 a.m. on Saturday.
- ❖ Crafters will be allowed to drive their vehicles to their booth for unloading purposes only. Vehicles need to be out of the booth area no later than 9:30 a.m. No vehicles will be permitted access into the craft area after 9:00 a.m. Please be prepared to unload and repack on your own. A limited number of Lions Club members will be available to assist if needed.
- ❖ Security will be provided on Friday and Saturday evenings. However, the Lions Club assumes no responsibility for the loss or theft of crafts.
- ❖ Parking for both crafters and patrons will be on the estate to allow for easy access to booths. Handicapped parking will be available for crafters and patrons.
- ❖ RV & tent spaces are available, free of charge, should you want to stay over night on the fair grounds. RVs must be self-contained.
- ❖ The Harvard Lions Grill and various other food vendors will be open before and during the fair providing breakfast and lunch at reasonable prices.
- ❖ We will provide excellent publicity and intend to be a well organized, crafter-friendly fair! Some examples of planned publicity include: Newspaper PR and advertising in Harvard and surrounding towns, local cable TV, our own Fall Festival website along with sites of our participating partners, craft fair web sites and trade publications, flyers, in-store posters, street banners, Lions Club publications, and local area attractions.
- ❖ If your product can be viewed on a web site, please provide this information on your application. We will insert links on the Harvard Lions Club web site so potential patrons are able to preview the fair.

To reserve your space for the 14th Annual Harvard Lions Club Autumn Craft Fair, please complete the enclosed application. ***Make your check payable to “Harvard Lions Club”.*** You will receive a response from us shortly after we receive and review your application. Please send your application, photographs of your work and check to:

Harvard Lions Club
 Fall Festival Craft Fair Committee
 P.O. Box 268
 Harvard, MA 01451

If you have any further questions you may contact us via email at HFFCraftFair@gmail.com, leave a voice message at either (978) 456-9218 or (978) 772-4138, or check us out at www.harvardfallfestival.com

Sincerely, The Fall Festival Craft Fair Committee