

Willard Freedom Fest – Hosted by Willard Parks & Recreation

Saturday, June 29, 2024 – Noon-10:00pm

Vendor Rules & Regulations

Application Deadline: Saturday, June 1, 2024
Mailing Address: 233 N State Hwy Z, Willard, MO 65781
Phone: (417)742-5384
Email: assistdirector@cityofwillard.org
Website: WillardFreedomFest.com

GENERAL INFORMATION

- Rental spaces are on a first paid, first served basis. To reserve spaces, payment needs to be received when the Freedom Fest coordinator accepts your application (through email) to Freedom Fest.
- All vendors must confine their business, promotion, advertising, and/or activity to the assigned space they have paid for. Displays must not block the view of other vendors.
- All tents, tables, chairs, littler etc. must be cleaned up and removed from the space immediately following the event.
- All food vendors must contact the Greene County Health Department. They will attend the event, checking for compliance with their regulations.
- There will be only ONE vendor from each direct sales company represented at Freedom Fest.
- Only one vendor allowed per booth space – there will be no sharing of booth spaces.
- Vendor event surveys can be dropped off at the Willard Rec Center or emailed to assistdirector@cityofwillard.org.
- Vendor packets will be emailed to paid vendors in the first week of June 2024.

SETUP & TEARDOWN RULES

- Booth space options and pricing
 - Insurance provided by the City of Willard
 - 12x12' - \$145
 - 12x24' - \$160
 - 12x36' - \$185
- Electricity is available for \$20 while supplies last.
- Booths need to be set up and ready by 11:00am on Saturday, June 29, 2024.
- Booths are to open no later than Noon.
- Booths need to stay open all day and may not tear down before 8:00pm on the event day. Booths may stay open as late as 10:30pm if they choose.
- Vendors are responsible for providing their own tables, displays, chairs, etc. All displays should be safe for other vendors and Freedom Fest attendees. If a display is deemed unsafe by the coordinator, the vendor will be asked to change or remove the display for safety reasons.
- Trading or selling your booth space is not allowed at any time.
- Freedom Fest is a family event, and the coordinator has the right to remove any items from your booth that are inappropriate, before and/or during the event.
- Each vendor may bring ONLY the items listed in their application. Items listed must be approved by the coordinator prior to the event.
- Food vendors must comply with all Greene country Health Department regulations and rules and may be subject to inspection.
- Any vendor that tears down or removes merchandise prior to 8:00pm will be in violation of their contract and forfeit their opportunity to participate in future Freedom Fest events.
- Any vendor who drives their vehicle in the park area before the conclusion of the fireworks show and exit of crowds may be referred to local law enforcement. We take safety very seriously and will not tolerate public endangerment.
- Smoking is permitted only in designated areas (near vendor parking). Smoking is not permitted in the vendor booth area, your personal booth, or other common areas.

- Each booth space must be left clean of any product, displays, trash, and/or debris of any kind. Trash receptacles are placed around the event space making it easy for you to dispose of trash properly. Any vendor who does not comply will be in violation of their contract and could potentially forfeit their opportunity to participate in future Freedom Fest events.
- Booth setup is “Drop and Go”. All cars are required to be out of the park area by 11:00am. Vendors may use their Vendor Parking Pass (provided at check-in) to park their vehicles/trailers in the provided area on the event map.

BOOTH APPEARANCE

- Please keep your booth space clean and neat for the duration of the event.
- Go all out in your set up and displays and have fun when creating your space! Everyone loves to visit a fun booth.
- Business cards and promotional items should be out for attendees to take.
- Merchandise, promotional materials, and other booth accessories must be retained within the confines of your booth space so as not to obstruct the view of entertainment and fireworks.
- All merchandise and promotional materials must not reflect divisive language, abbreviations, or imagery. Removal will be requested. Refusal to remove will result in expulsion.

ADVERTISING AND PROMOTION YOU CAN EXPECT FROM HOST

- Event flyers will be printed and posted in and around Willard, Springfield, and surrounding areas.
- Postings of the event will be entered in most local community calendars.
- Digital billboards throughout Springfield, MO advertising the event
- Social media postings and an open Facebook event page through Willard Parks
- Frequent website updates
 - Willardfreedomfest.com
 - Willardparks.com
- Press Releases sent to SW Missouri media groups.
- Newspaper articles
- Most, if not ALL, graphics and marketing materials created by Willard Parks are available for your use. Reach out to the event coordinator and they can email you the images and documents to print/post on your own pages.

EVENT TIMELINE (AS IT RELATES TO VENDORS)

Friday, June 28

Pre-scheduled drops and vendor set ups

Saturday June 29

8:00-10:30am – Vendors arrive (scheduled and unscheduled)

11:00am – Vendors remove vehicles from event space

Noon – Vendors official open

8:00pm – Vendors allowed to close

10:30pm – Vendor vehicles allowed to re-enter park

The official Freedom Fest Event Schedule will be available on WillardFreedomFest.com.