



Summer Solstice Wine and Farm Festival  
SummerSolsticeFestival.com ~ 434-946-9366  
1351 N. Amherst Hwy. ~ Amherst, VA 24521

February 3, 2010

Dear prospective Summer Solstice Vendors:

For those that joined us in 2009, thank you for participating in the inaugural Summer Solstice Wine and Farm Festival. For a first-year event, the attendance was appropriate, but we want MORE! The wineries/organizers have convened since then to go over feedback and to discuss improvements. Such improvements include but are not limited to:

1. Lay-out overhaul to maximize use of shade and the pavilion and to improve the traffic flow.
2. Changing the hours to appeal to a wider set of attendees to noon-8pm on Saturday and noon-5pm on Sunday.
3. Increase advertising/marketing focus/budget.
4. Focus on local products and services.

The simple fact of the matter is that there is a vastly more time for planning the 2010 event and we are working hard to make this a successful event for all involved!

***Please note on the application that there is an “early-bird” discount, providing a fantastic deal for those vendors who choose to take advantage of it. Not only will you have a greater chance at acquiring a space under the pavilion area, you will save money!***

This is a festival for all, and suggestions from our vendors would be greatly appreciated. Please don't hesitate to email us at [info@summersolsticefestival.com](mailto:info@summersolsticefestival.com).

Cheers,

Katie Meeks  
Vendor and Logistics Committee Chair



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### Terms and Conditions for the Summer Solstice Festival

1. The sponsors reserve the right to accept or reject each application.
2. Special requests are not guaranteed.
3. Food Vendors must provide menu.
4. Food vendors will need an Amherst County Health Department permit. A permit form will be mailed with your acceptance letter.
5. All participants must operate on both Saturday (noon-8pm) and Sunday (11am-5pm).
6. No tables and chairs will be provided. Bring your own. Vendors will be notified if tents are required; spaces underneath the pavilion are on a first come first serve basis. Due to VDH restrictions all food vendors will be required to set up outside of the pavilion.
7. We are interested in unusual exhibits, activities, and events in keeping with the special Summer Solstice spirit. We would like your ideas on educational and entertaining programs that could be presented
8. Mail your application by March 15 for a reduced fee.
9. All accepted applicants will be notified via the mail. We will send detailed festival information to applicants as they are accepted. Your location information will be sent a couple of weeks prior to the festival.
10. THE FESTIVAL WILL GO ON RAIN OR SHINE. All vendors must have a substantial canopy or other protection for themselves. Once accepted vendor fees are not refundable.
11. Liability Insurance: Susceptible vendors (wineries, food, etc.) must provide liability insurance, naming Lazy Days Winery, LLC., and the Virginia Summer Solstice Wine festival and it's staff and underwriters, as co-insured.
12. Each vendor will be responsible for his/her property. Lazy Days Winery, LLC., and the Virginia Summer Solstice Wine festival and its staff and underwriters, are not responsible for any damage, theft, or loss for any reason.
13. Overnight security will be provided by staff and hired security on Friday and Saturday.

We sincerely hope that you will join us for the 2010 Virginia Summer Solstice Wine festival. Use the attached form to register and return on or before June 1, 2009. If you have any questions regarding the Summer Solstice festival, please call (434)-946-9366 or email us at [info@summersolsticefestival.com](mailto:info@summersolsticefestival.com).



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June 19<sup>th</sup> & 20<sup>th</sup>, 2010 ~ (Saturday) noon-8pm, (Sunday) 11am-5pm  
 Amherst Vineyards Estates ~ 1351 North Amherst Hwy.

Amherst, VA ~ 24521

### Application for Participation

Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Booth/Business Name \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Address \_\_\_\_\_ FAX \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Website \_\_\_\_\_ Email \_\_\_\_\_

Describe your products. Use photographs, if necessary. Food Vendors **MUST** specify menu.

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If using your own tent, please specify if larger than a 10x10, and extra fee may apply.

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Special Requests:

Please note that this is a RAIN OR SHINE event.

	Food	Arts, Crafts, Packaged Foods (using own tent)	Arts, Crafts, Packaged Foods (using festival tent)	Growers/Farm Producers (using own tent)	Electricity (standard 115v/Amp)
S.S. Fee Early Bird	\$140	\$85	\$125	\$30	\$35
S.S. Fee After March 15	\$165	\$110	\$140	\$40	\$45

Total Remitted \$ \_\_\_\_\_

Please circle the applicable fees. Make check payable to Virginia Summer Solstice Wine Festival and return to Lazy Days Winery, Summer Solstice, 1351 North Amherst Hwy., Amherst, VA 24521.

I agree to the terms and conditions set forth by the Virginia Summer Solstice Wine Festival, and Lazy Days Winery, LLC. as defined on the attached pages.

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

For office use only Date Received _____ { } Accepted { } Not Accepted Total Remitted _____ Check No. _____
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