

## **2019 Johnny Cash Heritage Festival ARTS AND CRAFTS VENDOR INFORMATION**

October 17-19, 2019, are the dates for our 3rd Annual Johnny Cash Heritage Festival (JCHF) in Dyess, Arkansas. This festival celebrates the legacy of Johnny Cash, along with the agricultural resettlement colony and other New Deal programs of the 1930s. We are pleased to invite you to apply as an arts and crafts vendor on Thursday, October 17 and Friday, October 18, in the Dyess Colony Circle and/or on Saturday, October 19, 2019, in the field adjacent to the Cash house and site of the concert.

This three-day festival will begin at 9 a.m. on Thursday, Oct. 17, with a symposium in the Dyess Colony Visitors Center (located in the Colony Circle) that continues all day Friday. Regional music will be performed in the Colony Center on Thursday and Friday evenings until 9 p.m. Arts and crafts vendors and demonstrations will be held on Friday in the Colony Circle.

On Saturday, major music events will begin at noon in the field adjacent to the Cash Home. **Rosanne Cash and Marty Stuart** will headline the music for the day along with other performers and Cash family members. Gates for Field Concert performances will open at 11 a.m. and close at 6 p.m. Thus, the festival offers two opportunities for arts and crafts vendors:

- Colony Center from 9 a.m. until 9 p.m. Thursday, October 17 and Friday, Oct. 18. (Must remain all day. NO EARLY DEPARTURES).
- Cash Farmstead Field from 11 a.m. through 6 p.m. Saturday, Oct. 19. (NO EARLY DEPARTURES).

You may register for one or both of these venues, but you must be able to abide by all rules regarding set-up and take-down times.

### General Information

Potential JCHF arts and crafts vendors will be selected based on:

- Relevance to the heritage of the region.
- Relevance to the heritage of the 1930s or 1940s eras.
- Relevance to the music of the region.
- Cooperation with JCHF staff and committees.
- Cooperation with Health Department Staff.

We particularly seek original, handmade works from regional artists and crafters. Prints of two-dimensional work also are appropriate. Demonstrations of early 20<sup>th</sup> century arts and crafts and rural lifestyles also are encouraged.

### IMPORTANT DATES

August 16	Vendor Application and Attachments Due
August 30	Acceptance letters sent out
September 20	Deadline for all remaining paperwork and Fee Payment
October 17-19	Johnny Cash Heritage Festival

## Rules and Regulations

- All items and prices must be pre-approved by the JCHF Vendor Committee.
- NO item or price changes after the contract has been signed without JCHF consent.
- A \$50.00 clean-up deposit fee is required and will be refunded within two weeks after the festival if all conditions are met.
- Vendor will be issued a vehicle pass at time of set-up. The pass will allow entrance and exit to the festival area at approved times.
- All decisions regarding booth location are at the discretion of the JCHF staff.
- It is the Vendor's responsibility to furnish the assigned booth space. The JCHF will not provide tents, tables, chairs, or display materials.
- Vendor may not distribute literature, coupons or other materials without prior written approval from JCHF. Absolutely NO tip jars.
- Vendor shall provide adequate trash receptacles with trash bags outside its premises. Vendors are not to use trash receptacles provided by Town of Dyess.
- Premises should be left in as good condition as the vendor found them; this includes picking up trash at and around vendor area.
- JCHF is not responsible for loss of sales due to weather or other events and offers no guarantee of sales.
- This is an outdoor festival and will not be cancelled because of rain. Vendors should come prepared for the weather.
- Vendors are responsible for complying with all JCHF and county and state tax regulations.
- No food or drink may be given away at arts and crafts booths. Small wrapped candies are permitted.
- Other items not permitted include t-shirts, hats, koozies, buy-sell items, mass produced items, drug paraphernalia, tobacco products, knives, weapons, or toys that look like or may be used as weapons. ***Nothing can be sold with the Johnny Cash Heritage Festival logo on it.***
- Vendors are responsible for maintaining the working order of their equipment throughout the festival.
- Vendors may not share booths, and transfer of booth space to another vendor is not allowed.
- All merchandise must be clearly marked.
- Booths must remain open during designated times.
- Vendors must sign the Indemnity Agreement
- It is the responsibility of the vendor to pay any applicable taxes
- The JCHF is not responsible for insuring Vendors' works or displays and cannot accept responsibility for theft or damage. Security is provided during the festival and setup.

## Colony Center Vendors

- Booth set-up may begin after 7 a.m. on Thursday and must be open by 9 a.m.
- No vendor vehicles may be in the Colony Center once the festival has opened for the day.
- 24-hour limited security will be provided. However, all items in the vendor area remain the responsibility of the vendor. The JCHF, event volunteers,

and organizations associated with the event assume no responsibility or liability for loss or damaged items or equipment or product.

- All Colony Center vendors must be off the festival premises by 10 p.m. Friday, Oct. 19.

#### Cash Field Stage Vendors

- Booth set-up may begin Friday afternoon until 9 p.m. In the event you are vending for both days, allowances will be made for additional time on Friday evening to set up for the Saturday event. On Saturday, Oct. 20, all booths must be open by 11 a.m.
- No vendor vehicles may be in the vendor area after 11 a.m. on Saturday.
- Drivers must show Vendor Pass to security at barriers.
- Vendors must be off the festival premises no later than 10 p.m. on Saturday.

#### Permits

Approved vendors will be provided an official JCHF permit. This must be displayed in a prominent position for the duration of the festival.

#### Insurance Required

Proof of comprehensive general liability insurance in an amount no less than \$1,000,000.00, listing the Johnny Cash Heritage Festival as an additional insured is required and proof of such must be submitted along with all fees and forms by September 20, 2019. Vendors who cannot show proof of insurance will not be allowed to participate at the festival.

#### Indemnification (Attachment B):

The Vendor agrees to indemnify and hold harmless the Johnny Cash Heritage Festival, Historic Dyess Colony: Johnny Cash Boyhood Home; Arkansas State University, Town of Dyess; and any JCHF sponsors, agents or other vendors against loss resulting from an activity of the vendor during the festival. Vendors must sign and return the indemnification agreement (Attachment C) by September 20, 2019.

#### Termination Rights:

JCHF through the festival director or designee reserves the right to terminate the operation of the vendor at any time during the festival for any of the following reasons.

- A professional manner is not maintained by the vendor and its employees
- Vendor or its employees commits any act detrimental to the purpose of the festival
- Vendor and/or employee sells any product not listed on the approved list
- Vendor or its employees fails to cooperate with event management staff
- Vendor or its employees disregards any of the Regulations and Requirements

**2019 Johnny Cash Heritage Festival  
APPLICATION FOR ARTS AND CRAFTS VENDORS**

Please return application, with ALL attachments to JCHF by August 16, 2019

Organization/Vendor Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Home Phone: (    ) \_\_\_\_\_ Business: (    ) \_\_\_\_\_

Cell: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

**LOCATION**

_____	Dyess Colony Center: 10 x 10 booth (9 a.m. to 9 p.m. each day Thurs., Oct. 17, and Fri. Oct. 18)	\$100
_____	Cash Farmstead Field: 10 x 10 booth (11 a.m. through 6 p.m. Saturday, Oct. 20)	\$125
_____	Dyess Colony Center AND Cash Farmstead Field: 10 x 10 booth Open all hours listed above	\$175

General Description of Arts/Crafts items to be offered:

\_\_\_\_\_  
\_\_\_\_\_

Other Information or special booth needs:

\_\_\_\_\_  
\_\_\_\_\_

Will you be doing a live or interactive demonstration? \_\_\_\_\_

**(NOTE: Booth fee is waived for those doing demonstrations without selling items.)**

This application is not a binding contract to JCHF. Your signature below indicates that you have read all information in this packet that you will adhere to all guidelines, and that if your application is accepted you will follow and adhere to all JCHF rules set forth.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Make check or money order payable to **ASU Foundation** and mail, along with all forms  
**Paula Miles, A-State Heritage Sites**  
**P. O. Box 2050**  
**State University, AR 72467**  
**Phone: (870) 972-2803; Fax: (870) 972-3201**  
**E-Mail: pmiles@astate.edu**

## Attachment A ITEMS AND PRICES

Johnny Cash Heritage Festival seeks a variety of arts and crafts to be offered to our festival goers. Please list items that you wish to sell and prices.

You, the Vendor, must provide all signage. JCHF reserves the right to remove any signage for any reason including, but not limited to, signs deemed inappropriate or that impede traffic.

ITEM	PRICE
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____

(Please attach a separate brochure and price list if applicable.)

Vendor SIGNATURE \_\_\_\_\_

Date \_\_\_\_\_

ITEMS APPROVED AS INITIALED ABOVE

JCHF Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

**Attachment B**  
**INDEMNIFICATION AGREEMENT**

The Vendor indicated below agrees to indemnify, defend, protect, and hold harmless the Johnny Cash Heritage Festival, Arkansas State University, the Town of Dyess, and its agents and representatives against any loss, damage, fine, penalty, claim(s) or other liability arising from the Vendors' participation in the JCHF.

This Release, Indemnification, Hold Harmless Agreement shall be and is construed as broadly and inclusively as is permitted by relevant federal law. If any portion of this document is held invalid, the balance shall continue in full force and effect.

PLEASE PRINT:

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

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

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

Received by:

JCHF Director (or designee): \_\_\_\_\_

Date: \_\_\_\_\_