



Sweet Dreams, Inc.
Saturday, June 1, 2019
9:00 a.m. – 4:00 p.m.
Stuarts Draft Park, Stuarts Draft, VA 24477
(Registration closes May 3)

Dear Crafter, Business or Community Agency,

You are cordially invited to participate in the award winning Sweet Dreams Festival to be held on Saturday, June 1, 2019 at Stuarts Draft Park. Sweet Dreams is a free community special event sponsored by many great local businesses, industries and community agencies. Since Stuarts Draft is the home of Hershey Chocolate of Virginia and McKee, the maker of Little Debbie® snack cakes, we have the opportunity to celebrate Stuarts Draft as the “Sweetest Place to Live.” We would love for you to be a part of this wonderful family friendly event!

Families will enjoy the wide range of activities in the Children’s Area that include a craft tent, rock climbing wall, inflatables, entertainment and so much more. There is also live musical entertainment, a snack cake eating contest, bingo and a variety of local artisans, crafters, businesses and community agencies. The 2019 Sweet Dreams Festival is a definite “must attend event!”

EVENT GUIDELINES:

1. Event is **Saturday, June 1, 2019 from 9:00 a.m. - 4:00 p.m.**
2. Vendor space is limited. Sweet Dreams, Inc. reserves the right to deny any application.
3. Payment is due with the signed registration form to reserve your space. Your payment will be processed upon acceptance and is non-refundable.
4. You must check in at the registration tent upon arrival.
5. Exhibitors may check in on Friday, May 31 from 9:00 a.m. – 7:00 p.m. or Saturday, June 1 from 5:30 a.m. – 7:30 a.m. We are offering a reduced rate for Friday check in and we strongly recommend checking in on Friday due to the large number of expected exhibitors (supervision of the site will be provided overnight). **(NEW) All vendor spots will be assigned due to safety considerations and convenience for attendees.**
6. Exhibit is the size of a parking lot space (10’ W x 12’ L) and does not include tables, chairs, electricity (battery powered generators are preferred if needed) or coverage from the elements. All four legs of tents must be anchored.
7. Sweet Dreams, Inc. reserves the right to remove any product we feel inappropriate.
8. All vehicles must be unloaded and cleared from the event area by 7:30 a.m. the day of the event.
9. You are responsible for filing your own Virginia Sales Tax.
10. **Break down of exhibits will be after 4:00 p.m. due to safety of participants. No vehicles will be permitted in the event area until after 4:15 p.m. NO EXCEPTIONS.**

If you would like to participate, please complete the registration form, include your payment and return by Thursday, May 3. Any applications received between May 3 and 5 p.m. on May 17 will need to include a late registration fee of \$15 per spot. Applications received after 5 p.m. on May 17 will not be accepted. **Your spot(s) will not be reserved until all requirements have been received.** You will be e-mailed a confirmation letter upon acceptance of your application. If there are any questions with your registration form, you will be contacted at the phone number and/or e-mail address you provided on the registration form. If you have any questions, please contact me at 540-245-5727 or lstickley@co.augusta.va.us.

Sincerely,

Lettie Stickley

Administrative Secretary - Augusta County Parks and Recreation

CRAFTER, BUSINESS AND COMMUNITY AGENCY REGISTRATION FORM

Name of Organization/Business: _____

Contact Person: _____ Phone Number: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email address: _____

Website address/facebook page: _____

Item(s) to be sold/distributed or activities you will have at your booth (be specific): _____

Please list any special requests or accommodations (we will let you know if we can accommodate you): _____

Set-up Choice
<input type="checkbox"/> Number of spaces ____ x \$55.00 – fee for checking in on Friday
<input type="checkbox"/> Number of spaces ____ x \$75.00 – fee for checking in on Saturday
For applications received between May 3 and 5 p.m. on May 19 please include a \$15 late fee per spot requested.
* (NEW) Donation of Bingo prizes no longer accepted as part of payment.

WAIVER: I agree to indemnify, defend and hold harmless Sweet Dreams, Inc., its officers or any individual working with the event, responsible from and against losses, injuries, damages, and liabilities to persons or property arising out of or resulting from my participation in this event.

I understand my registration fee and Bingo donation(s) are non-refundable once my application has been accepted.

I certify I have read and understand the event guidelines and I agree to abide by all procedures.

Applicant's signature: _____ **Date:** _____

Make checks payable to: Sweet Dreams, Inc.
Mail to: Augusta County Parks and Recreation, Attn: Lettie Stickley
P.O. Box 590, Verona, VA 24482

Registration Checklist:

- Have you completed this form in its entirety?
- Have you signed this application?
- Have you enclosed your payment in the form of a check made out to Sweet Dreams Inc to be sent to the address listed above?

Stuarts Draft Park is located at 96 Edgewood Lane, Stuarts Draft, VA 24477

Directions:

Roanoke - I-81 North to exit 213. Turn right onto Rt. 11 South for approximately 0.2 miles. Turn left onto Rt. 340 North towards Stuarts Draft. After approximately 6 miles, turn right onto Edgewood Lane (across from DuPont Community Credit Union).

Winchester - I-81 South to exit 213A. Turn left off of ramp onto Rt. 11. After approximately 0.2 miles, take a left onto Rt. 340 North towards Stuarts Draft. After approximately 6 miles, turn right onto Edgewood Lane (across from DuPont Community Credit Union).

Richmond - I-64 West to exit 94. Turn left onto Rt. 340 South towards Stuarts Draft. After approximately 7 miles, turn left onto Edgewood Lane (across from DuPont Community Credit Union).

If you have any questions, please contact Lettie Stickley at 540-245-5727 or lstickley@co.augusta.va.us.

Please visit www.SweetDreamsDay.com or our Facebook page for more about this year's festival!