



**VENDOR RULES & GUIDELINES**  
**JUNETEENTH AUGUSTA FESTIVAL**

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## **I. General**

Thank you for your interest in participating as a vendor in the annual Juneteenth Augusta Festival. The **Juneteenth Augusta Festival** is a free-market event and is open to vendors of all types. Certain vendor categories or placements may be limited and are assigned on a first-come, first-served basis. By participating in the Juneteenth Augusta Festival, vendors acknowledge and agree to comply with all rules outlined in this handbook.

The Band of Brothers Augusta, Inc. and the Juneteenth Augusta Committee reserves the right to decline or remove any vendor, including but not limited to the following reasons:

- Past concerns or issues with any vendor/exhibitor
- Sale or display of items deemed inappropriate, offensive, or inconsistent with the mission and values of the event

### **Vendor Cancellation Policy:**

If a vendor requests to cancel their reserved space for any reason, all pre-paid fees are non-refundable, and the vendor forfeits all rights to the assigned vendor location.

### **Compliance**

- Vendors are solely responsible for compliance with all applicable laws and regulations. This includes all state, federal, and local health department requirements, licensing regulations, and operational standards governing the production, display, and sale of products. Vendors are also responsible for collecting and reporting all applicable sales tax, where required.
- Vendors must have all required permits and/or licenses prior to the start of Festival day. Vendors who fail to comply with applicable state, federal and local regulations may be subject to removal from the festival and forfeiture of booth space rental fees.
- No alcohol may be sold, distributed, or present on-site except alcohol provided and managed exclusively by the festival's approved alcohol provider, in accordance with event and licensing requirements.
- Vendors may not sell, display, or distribute merchandise bearing the Juneteenth Augusta Festival name, logo, branding, or likeness.
- Vendor behavior must remain professional and respectful. Compliance with conduct standards is determined at the sole discretion of the Juneteenth

Augusta Festival Committee, and violations may result in corrective action or removal from the event.

## II. Assigned Booth Location

To ensure safety, consistency, and efficient use of space throughout the festival grounds, all vendors must adhere to the assigned booth location policies outlined below. Booth assignments are final and must be followed as directed by festival staff.

### All Vendors

- All vendors will be assigned a specific vending location within the Augusta Exchange Fairgrounds. All booth and space assignments are made at the sole discretion of the Juneteenth Augusta Festival Committee and are final.
- Booth sharing for the purpose of reducing or splitting booth fees is prohibited.
- Booths may not be loaned, transferred, or sublet to any individual or business other than the approved applicant.
- Festival volunteers will be available to direct vendors to their assigned locations and assist with unloading only. Volunteers are not permitted to assist with booth setup, assembly, or breakdown.
- Vendors are fully responsible for set-up, maintenance, and clean-up of their assigned area.
- Vendors must supply all necessary equipment, including but not limited to tables, chairs, canopies, and required tent weights, if applicable. All items must fit entirely within the designated booth space.
- Vendors and their staff must take all reasonable measures to prevent damage to festival grounds, buildings, and infrastructure. Any damage caused by the vendor or their representatives is the sole responsibility of the vendor.
- Vendors requiring electricity must provide their own generator. Quiet or low-noise generators are strongly recommended.
- All food vendors are subject to inspection by the on-site Fire Marshals prior to preparing or serving any food.

- Vendors are expected to maintain a clean, orderly, and professional booth throughout the duration of the event.

### Layout

The Festival area is broken down into eight (8) designated areas: Areas A – F, Sponsor, and Kid Zone areas

- All areas will be identified by the road makers placed at the beginning of each designated section
- Kid Zone – Located at the back of the festival area
- Food/Shade Tents – located within the Sponsor Area, between Area C and Area E and within the designated Shade Area, across the field from Sponsor Area
- Sponsor Row – 10x10 High-peak Tents positioned along the primary walkway leading to the stage area.
- Sponsor Area – 30x60 High-peak Tent located near the stage, serving as the central sponsor activation space

### Entrance & Traffic Flow

To maintain safety, accessibility, and efficient movement throughout the festival grounds, all vendors must follow the entrance and traffic flow procedures outlined below. Compliance with staff direction is required to ensure emergency access and uninterrupted festival operations.

- All vendors must enter and check in through the 3<sup>rd</sup> Street Entrance to the fairground only, unless otherwise directed by the festival coordinating staff.
- Large vehicle and/or trailers may be routed through the Hale Street Entrance if deemed necessary and safe by event logistics and traffic control staff.
- After unloading, all vendor vehicles must be moved to designated vendor parking areas located within the festival grounds. Vendors may also choose to park along 3rd Street, where permitted. Vehicles may only re-enter the festival area after the grounds have been cleared, and only with approval from festival staff.

### III. Setup

To ensure a safe, efficient, and organized festival environment, all vendors must adhere to the arrival, setup, and breakdown procedures outlined below. These procedures are designed to support smooth operations, emergency access, and timely event execution and will be strictly enforced.

#### Arrival

- Overnight setup begins THURSDAY, JUNE 18<sup>th</sup> from 3:00 P.M. – 8:00 P.M. All vendors must enter and check in 3<sup>rd</sup> Street entrance of the Augusta Exchange Fairgrounds NO LATER THAN 8:00 P.M.
- Food truck and concession trailers that have to be unhitched from vehicles are scheduled for priority setup from 3:00 P.M. – 5:30 P.M. Each vehicle will be escorted directly to the assigned area for parking. Vendors have 45 minutes to park, level, and secure their unit. Once placement is complete, all tow vehicles must be removed from the designated vendor area.
- Tent vendors are scheduled to setup from 5:30 P.M. – 8:00 P.M. Each vehicle will be escorted directly to the assigned area for unloading. Vendors have 45 minutes to unload all necessary equipment. Once unloading is complete, all vehicles must be removed from the vendor area immediately.
- Overnight security will be provided by Richmond County Sheriff deputies assigned to the festival area overnight.
- Vendors may not change or relocate their assigned space. Vendors must setup according to how they registered. Tent vendors may not arrive with trucks or trailers, and food vendors may not convert to tent setups. No exceptions will be made on the day of setup.
- Vendors may re-enter the festival area on Thursday evening to continue setup until 9:00 PM. At 9:00 PM, all setup activities will cease, and all vendors must exit the festival grounds for the evening.
- Vendor setup will resume on FRIDAY, JUNE 19<sup>th</sup> at 12:00 P.M. This time is reserved for completion of setup, final adjustments, restocking, and approved late arrivals only.
- All vendors are expected to be courteous and respectful during setup. Please ensure your setup activities do not interfere with neighboring vendors or block aisles, fire lanes, or access points.

## Breakdown

- Early departure requires approval. To prevent accident or injury, any vendor wishing to leave prior to the official breakdown time must notify and receive approval from the vendor coordinator or event staff member.
- Breakdown begins at 9:00 PM. Vendors may begin dismantling their setup at 9:00 PM. All vendors must be fully cleared from the Augusta Exchange Fairgrounds no later than 11:00 PM.
- Vendors are responsible for area clean-up. Each vendor is responsible for removing all equipment, trash, and materials from their assigned space. Areas must be left clean and free of debris prior to departure.

## **IV. Food Vending**

All food and food products offered for sale must originate from sources approved or deemed satisfactory by the County Health Department. All food items sold at the festival must be prepared by the approved vendor or by individuals listed on the vendor application. Resale of food prepared by unapproved third parties is prohibited.

## Fire Safety

In accordance with the rules and regulations of the City of Augusta Special Events Office, all food vendors—especially those cooking, grilling, or frying on-site—must adhere to the following fire and safety requirements:

- Vendors must have a 5 lb. ABC fire extinguisher readily accessible at all times. Vendors using grease or frying equipment must also have a K-Class fire extinguisher on-site.
- A tarp or protective barrier must be placed on the ground beneath all grills and cooking equipment.
- Grills and hot surfaces must be surrounded by a protective barricade to prevent accidental contact and burns.
- Propane tanks must be placed in a crate, box, or approved restraint system. Multiple tanks must be **properly strapped together** to prevent tipping.
- No charcoal, grease, or cooking waste may be left on the premises. All such materials must be removed and disposed of off-site in an approved manner.

- Fire Marshal will be on-site to inspect all food vendors beginning at 1:00 P.M., vendors must be fully set up and ready for inspection NO LATER THAN 1:45 P.M.
- Vendors missing required safety equipment or materials will have until 1:45 PM to obtain and present the required items.
- Any setup deemed unsafe or non-compliant, or any vendor failing to meet requirements by 1:45 PM, will not be permitted to vend and must immediately dismantle and remove their setup from the festival grounds. No refunds will be issued.

## **V. Parking**

To ensure safety, accessibility, and smooth festival operations, all vendors and guests must follow the parking guidelines outlined below. Parking rules will be strictly enforced, and failure to comply may result in restricted access or removal from designated areas.

- All vehicles must be removed from the festival area NO LATER THAN 1:45 P.M.
- Designated vendor parking is located within the Augusta Exchange Fairgrounds in the gated vendor parking area. Additional vehicles may park on 3<sup>rd</sup> Street, the backside of the fairgrounds, where permitted.
- Parking area in front of the fairgrounds on the 4<sup>th</sup> Street side area is for guests only. Vendor parking is not permitted in this area.
- Price for guest parking within the Augusta Exchange Fairgrounds is \$10.00.

## **VI. Event Cancellation and/or Postponement: Force Majeure**

In the event of cancellation, postponement, delay, or interruption due to circumstances beyond the control of Band of Brothers Augusta, Inc. and the Juneteenth Augusta Festival Committee, neither entity shall be liable for any damages or expenses incurred by vendors. Amounts paid may be retained as necessary to cover expenses already incurred. Any remaining balance, at the sole discretion of the organizers, may be credited toward a future Band of Brothers Augusta-produced event within the same calendar year. No refunds will be issued for any reason.