



J A S P E R A R E A
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FOOD VENDOR INFORMATION & APPLICATION 2026 FOOTHILLS FESTIVAL

Courthouse Square, 19th Street - from Corona Avenue to 6th Avenue South, Jasper, Alabama

Friday, September 11, 2025: 5:30 PM – 12:00 AM & Saturday, September 12, 2026: 10:00 AM – 12:00 AM

Mark your calendars, we hope you will take the opportunity to participate.

Please review carefully as the Food Vendor Application Process has changed.

PLEASE READ THIS APPLICATION IN ITS ENTIRETY BEFORE SUBMITTING. SUBMISSION OF AN APPLICATION INDICATES AGREEMENT TO ALL TERMS INCLUDED IN THIS DOCUMENT.

ELIGIBILITY: The Foothills Festival is open to vendors selling food, quality arts, crafts, and merchandise. Each vendor must include a description of what they plan to sell during the Festival. Franchise rules are followed to avoid duplication of those items for sale. The Event Committee reserves the right to refuse any vendor rental space. Items not included in the description listed on the application form will not be allowed for sale.

BEVERAGE DISTRIBUTOR EVENT AGREEMENT – APPLIES TO ALL VENDORS

Jasper Area Entertainment Corp. has entered into an agreement with a beverage partner for the 2026 Foothills Festival. As a part of the contractual agreement, **ALL** beverages inside the Downtown Jasper Foothills Festival footprint **MUST** and **SHALL** be products from the designated beverage distributor. **ALL** vendors serving outdoors shall purchase beverages to be sold from **ONSITE** beverage distributor agents. Exemptions may be made at the discretion of the beverage distributor and/or Jasper Area Entertainment, LLC related to vendors and the specifics of their beverage product. Any exemption must be agreed to no less than 7 days prior to the event. *This does not pertain to establishments serving the beverages INSIDE their dwelling or business.*

FOOD VENDOR APPLICATION PROCESS

To be considered for a 2026 Foothills Festival Food Vendor, applications must be completed in entirety, with all documentation required, and submitted by **May 15, 2026**. Applications received after May 15 will not be accepted.

DO NOT SEND YOUR VENDOR FEE AT THIS TIME.

All applications will be reviewed by the Event Committee, and vendors will be notified of their acceptance status. Vendors who are selected will then receive payment instructions.

If the vendor fee is not received by the stated deadline, the vendor will be removed from the official Food Vendor List, and an alternate vendor may be selected. Vendor space assignments will be made in the order that payments are received.

Vendors who are not initially accepted will be placed on the Food Vendor Wait List, which may be used to fill openings in the food court at the discretion of the Event Committee.

FEES/PAYMENT INFORMATION

2026 Food Vendor Base Fee: \$425 **(DO NOT PAY UNTIL NOTIFIED OF ACCEPTANCE)**

Additional Fee(s) for: Power - \$50 Water - \$50

Payment must be received before the location is guaranteed.

Checks/Money Orders should be made payable to: Jasper Area Entertainment - Foothills Festival

Online Credit Card Payment is available at www.foothillsjasper.com – if you choose to pay online you must email a copy of your receipt of the electronic transaction to jasperareae@gmail.com.

VENDOR APPLICATION TIMELINE

- Applications are due by **Friday, May 15, 2026**
- Applications received **after May 15, 2026 - WILL NOT BE ACCEPTED**

EVENT SPECIFICATIONS FOR FOOD VENDORS

1. **STATE & LOCAL SALES TAX:** Each vendor is responsible for collecting and reporting sales tax of 9.5%. Please appropriately display your tax ID# in your booth. This paperwork will be included in your Day of Event Packet sent two weeks prior to the festival.
2. There is limited space available in the Food Court area during the 2026 Foothills Festival.
 - Placement in the designated Food Court is reserved for food vendors with specific power and water requirements.
 - This is a first come-first serve placement after completed application, required documentation, ALL fees paid, and all items have been received.
 - Additional Food Vendors may be spaced throughout the Festival footprint.
3. Traditional Food Categories that have been successful during this festival are:
 - Bar-B-Que
 - Corn Dog/Hot Dogs
 - Hamburgers
 - Corn
 - Seafood
 - Frozen Refreshment (Shaved Ice/Snow Cone/Slushie)
 - Ice Cream/Popsicle
 - Pasta/Noodles
 - Concession – Carnival/Fair Type Foods Vendor
 - Popcorn
 - Lemonade
 - Other – Please specify on the application
4. Vendor arrival and Check-In Time
 - Day-Of-Event Packets will be mailed out 2-3 weeks prior to the Festival.
 - Your Day-Of-Event Packet will include your entrance location, booth space location and Festival map.
 - You **MUST** check-in prior to entering the festival footprint.
 - Your entrance may not be the same as years past, review the packet thoroughly.
 - Check-in times may be changed; look for yours in your Day of Event Packets.
 - Arrive at your scheduled entrance and time **ONLY**; there will not be personnel at your entrance location to get you checked-in until the documented registration/check-in time listed on your paperwork.

Any vendor who fails to show up at their designated time will forfeit their space and fee!

REQUIRED FOOD VENDOR DOCUMENTATION

- Complete dimensions of unit and set-up. (If towing unit, include length of tongue.)
- Photos of set-up
- One(1) Copy of each licenses required: i.e. Health Dept. & State Permits, Business License, ServSafe Certification
- Electrical amps and voltage must be listed on application
- Vendor must provide extension cords, water hoses and connections for each as needed.

Food vendors will be provided with adequate spacing for each unit. Again, provide dimension set-up on application.

All items must fit in within your designated space (unless otherwise authorized). Do not infringe on your neighbor vendor(s), and tents must be properly weighted down. Division between you and the vendor is your responsibility.

There will be picnic tables provided at food courts. **Food vendors are required to have a fully visible menu listing with pricing of each item(s) and/or combination(s) meals/items.**

Vendors are responsible for the security of their employees, contractors, staff, volunteers, and customers within the exhibitors' space and shall assume all responsibility for all injuries, liabilities or claims before, during or after the event. Jasper Area Entertainment Corp. and event affiliates assume no responsibility for said associations.

Vendors shall be responsible for the public safety, health, and welfare of your patrons, agents, vendors, sub-contractors, concessionaires, and employees.

Vendors are responsible for (and agree to pay all costs of repair or replacement for) any and all damages caused by exhibitors, or exhibitors' agents, vendors, sub-contractors, and employees to the event area, which may have occurred during the term of the event in the space occupied by the exhibitor.

Jasper Area Entertainment Corp. reserves the unilateral right to cause the interruption of the event in the interest of public safety (or any other reason it deems necessary) and to likewise cause the termination of such event when, in the sole and arbitrary judgment of any County, State, or Federal agency or its agents, including but not limited to the City of Jasper, if such action is necessary in the interest of public safety, health, and welfare.

Participating exhibitors give Jasper Area Entertainment Corp. and its event affiliates permission to use submitted images of their display for promotional purposes of the event that they are participating in.

CLEAN-UP/BREAKDOWN

At the end of the Foothills Festival on Saturday night, you are required to break down your booth in its entirety and remove everything from your booth location(s) - Streets/Avenues/Parking Lots; ALL areas must be completely clear for clean-up. NO EXCEPTIONS.

IF YOU HAVE ANY QUESTIONS AND/OR CONCERNS, PLEASE CONTACT:

Lisa Myers - Foothills Festival – Vendor Operations

Phone: 318-564-8907 / jasperareae@gmail.com

SEND COMPLETED APPLICATIONS, and VENDOR FEE TO:

Jasper Area Entertainment, LLC ATT: Lisa Myers

P.O. Box 147 | Jasper, AL 35502

**IF ACCEPTED, EXPECT YOUR DAY OF EVENT PACKET 2-3 WEEKS PRIOR TO THE FESTIVAL.
PACKET WILL INCLUDE CHECK-IN LOCATION, BOOTH SPACE LOCATION, AND FESTIVAL MAP.**



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2026 FOOD VENDOR APPLICATION

Name of Business/Organization: _____

Contact Name: _____

Address: _____

Phone Numbers: _____ Email Address: _____

TYPE OF FOOD ITEMS – SELECT THE CATEGORY THAT BEST FITS YOUR OFFERING(S)

- Hamburger Bar-B-Que Food Hot Dog/Corn Dog Seafood Corn Pasta/Noodles
- Frozen Refreshment-Shaved Ice/Snow Cone/Slushie Ice Cream/Popsicle Concession/Carnival Foods Vendor
- Popcorn Lemonade Other _____

List specific items, within the above selected category, you intend to sell: _____

ELECTRICAL & WATER OPTIONS

- No Electricity Needed Generator utilized: _____ (Required to be quiet, non-smoking and/or fumes)
- Electrical Needed: Amps _____ Volts _____ (Required if Electric Requested)
- Water

NOTE: ALL vendors are required to bring their own electrical connections (min of 100 ft) and water connection(s), extension cords, water hoses, any and all adapters/pigtails. These will not be provided.

(DO NOT PAY VENDOR FEES, UNTIL NOTIFIED OF ACCEPTANCE)

Vendor's signature on this document verifies that the vendor has carefully read, understands, and agrees to all provisions in the Vendor Information/Guidelines.

Signature: _____ Date: _____