



J A S P E R A R E A
entertainment



FOOD VENDOR INFORMATION & APPLICATION 2025 Foothills Festival

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

Friday, September 12, 2025: 5:30 PM – 12:00 AM & Saturday, September 13, 2025: 10:00 AM – 12:00 AM

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

Please review all your communications carefully as some of the event operations have 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.

COCA-COLA EVENT AGREEMENT – APPLIES TO ALL VENDORS

Jasper Area Entertainment and Coca-Cola Bottling Company have entered into an agreement that provides Coca-Cola will be the beverage partner for the 2024 Foothills Festival. As a part of the contractual agreement, ALL beverages inside the Foothills Festival footprint in Downtown Jasper MUST and SHALL be Coca-Cola products. ALL vendors serving outdoors shall purchase beverages to be sold from ONSITE Coca-Cola agents. This includes ALL vendors giving away beverages as well. Exemptions may be made at the discretion of Coca-Cola and Jasper Area Entertainment 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, applications must be completed in entirety, with all documentation required included, and submitted with vendor fee/additional fee(s). Vendor locations are designated in the order that the application and payment is received.

FOOD VENDOR EXCLUSIVITY

New for the 2025 Foothills Festival, food vendors now have the opportunity to secure exclusive rights to specified food category (see listed below). This exclusivity is available for a fee of \$400, in addition to the standard food vendor application fee. The first vendor to purchase this option will be granted exclusivity, ensuring no other food vendor offers the same category of food. In the event of duplicate applications for exclusivity within a category, the first application received and paid will be granted the exclusive rights. Subsequent applicants will be issued refunds accordingly.

FEES/PAYMENT INFORMATION

Fee on or before July 11, 2025	Fee - July 12 to Aug8, 2025
\$375	\$425
Exclusivity Fee	
additional \$400	

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

Payment must be received before the location is guaranteed. Any overpayment because of availability issues will be reimbursed.

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 & Fees are due by Friday, July 11, 2025
- Applications received after July 11, 2025 are subject to the \$50 additional fee (Total \$425)
- Applications received **after August 8, 2025 - WILL NOT BE ACCEPTED**
- **STATE 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.

EVENT SPECIFICATIONS FOR FOOD VENDORS

1. New for 2025 is the option to pay additional money for Festival Exclusivity on your primary food category.
2. There is limited space available in the Food Court area during the 2025 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. If no exclusivity is reserved, Food Vendors will be limited to 2 (two) of any like kind(s) of food items being sold within the Festival footprint (this does not include downtown restaurants).

Food Categories are as follows:

- Bar-B-Que
- Corn Dog/Hot Dogs
- Hamburgers
- Corn
- Seafood
- Frozen Refreshment (Shaved Ice/Snow Cone/Slushie)
- Ice Cream/Popsicle
- Pasta/Noodles

NOT Included as the exclusive options:

- Concession – Carnival/Fair Type Foods Vendor
- Popcorn
- Lemonade

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
- Please pay close attention to these details and abide by each
- 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 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:

Foothills Festival Vendor 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

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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2025 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)

Exclusivity offered in the following categories, select one:

Hamburger Bar-B-Que Food Hot Dog/Corn Dog Seafood Corn Seafood Pasta/Noodles

Frozen Refreshment-Shaved Ice/Snow Cone/Slushie Ice Cream/Popsicle Other _____

No Exclusivity offered in the following categories:

Concession/Carnival Foods Vendor Popcorn Lemonade

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

ELECTRICAL & WATER OPTIONS

Electrical Needed: Amps _____ Volts _____ (Required if Electric Requested) No Electricity Needed

Generator: _____ (Required to be quiet, non-smoking and/or fumes) Water

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

PAYMENT INFORMATION

CHECKS/ MONEY ORDERS SHOULD BE MADE PAYABLE TO: **JASPER AREA ENTERTAINMENT - Foothills FESTIVAL**

Application Fee (include power/water) Paid: _____

Exclusivity Fee Paid: _____

TOTAL Payment: _____

Paid by: Check: # _____ Money Order: # _____

Credit Card/Online Electronic Transaction: Confirmation # _____

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: _____