



J A S P E R A R E A
entertainment



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 again.

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/distribute 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. **Absolutely no garage sale booths; no exceptions.**

Types of Vendors Allowed: Handcrafted Artisan, Non-Handcrafted Merchandise, Non-profit, Information Vendor, and Other. Vendors will NOT be allowed to distribute any drinks. No Vendor is permitted to sell Foothill Festival branded merchandise.

COCA-COLA EVENT AGREEMENT – APPLIES TO ALL VENDORS

Jasper Area Entertainment Corp. and Coca-Cola Bottling Company have entered into an agreement that provides Coca-Cola will be the beverage partner for the 2025 Foothills Festival. As a part of the contractual agreement, **ALL** beverages inside the Downtown Jasper Foothills Festival footprint **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, 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.

VENDOR LOCATION ZONES – See map attached

The 2025 event footprint has been zoned and priced accordingly. **The Headliner District is Zone 1** nearest the main stage area, while **Rhythm Row East & West are Zone 2**. A limited number of vendor spaces are available in each zone. Vendor fees have been set per the desired zone location to the Main Stage area. No vendors will be placed east of the bridge on 19th street. See the festival map attached with zones clearly marked. Non-Profit organizations fee remains the same and will be scattered throughout all event zones.

VENDOR APPLICATION PROCESS

To be considered, applications must be completed in entirety and submitted with your vendor fee. Consider the desired zone and pay the corresponding vendor fee. Zone locations are awarded as fees and applications are received. If your desired zone is no longer available when application and fees are received, you will be placed in the closest zone available, and the fee difference will be refunded to you.

VENDOR ZONES AND FEES

Zones	Fee on or before July 11, 2025	Late Fee July 12 to Aug 8, 2025 (Zone not guaranteed)
THE HEADLINE DISTRICT - Zone 1	\$275.00	\$375.00
RHYTHM ROW EAST - Zone 2	\$175.00	\$275.00
RHYTHM ROW WEST - Zone 2	\$175.00	\$275.00

- **Non-Profit:** \$ 75 - will be placed throughout all event zones.

Non-Profit: To be considered for Non-Profit (Legitimate Non-Profit- 501c3 Documentation Required for Confirmation. This is required along with your application to be considered Non-Profit and processed.)

- **Additional Fee(s) for:** Power - \$50
- Payment must be received before location is guaranteed.
- Any overpayment because of availability issues will be reimbursed to the vendor.

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 the event coordinator at jasperareae@gmail.com.

VENDOR APPLICATION TIMELINE

- Applications & Fees are due by Friday, July 11, 2025
- Applications received after July 11, 2025 are subject to a \$100 late registration fee and zone placement will not be guaranteed.
- 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 VENDORS

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 are adjusted each year; confirm your check-in time in your Day-of-Event Packet.
- Arrive at your scheduled check-in time ONLY.

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

REQUIRED VENDOR DOCUMENTATION

- Photos of booth set-up
- One(1) Copy of each license required: i.e. Business License
- Electrical amps and voltage must be listed on application
- Vendor must provide extension cords, water hoses and connections for each as needed.

All items must fit in within your designated space (unless otherwise authorized). Do not infringe on your neighbor vendor(s). Tents must be properly secured. Division between you and your neighboring vendor is your responsibility.

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 Coordinator

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

SEND COMPLETED APPLICATIONS, and VENDOR FEE TO:

Jasper Area Entertainment, LLC

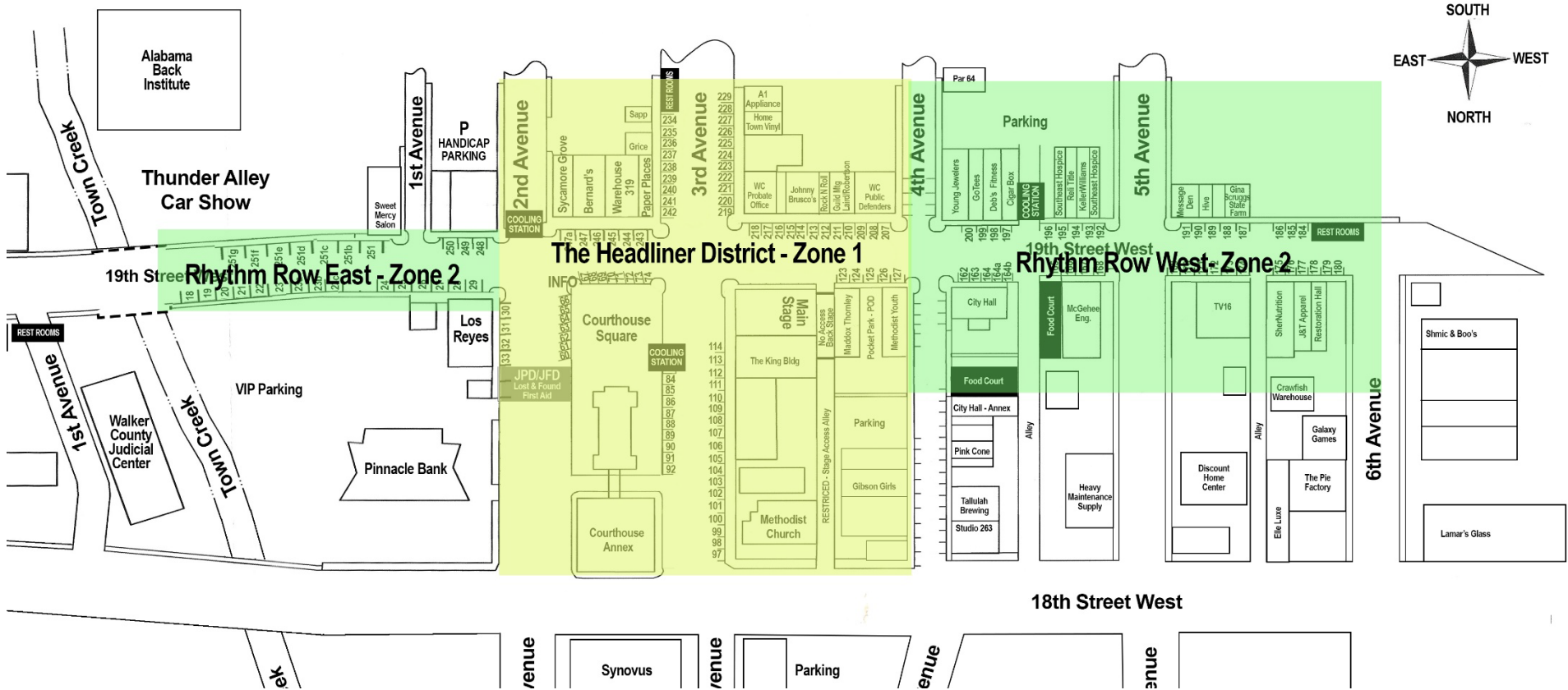
ATT: Lisa Myers

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, ZONE BOOTH SPACE LOCATION, AND FESTIVAL MAP.

2025 Foothills Festival Vendor Zone Map





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2025 VENDOR APPLICATION

Name of Business/Organization: _____

Contact Name: _____

Address: _____

Phone Numbers: _____ Email Address: _____

TYPE OF VENDORS

- Handcrafted Artisan
- Non-Handcrafted Merchandise
- Non-Profit Organization
- Informational/Business Promotion – Not Selling Merchandise

NOTE: Non-Profit(s) – To be considered for Non-Profit (Legitimate Non-Profit - 501c3 Documentation Required for Confirmation. This (a copy of your 501c3) is **required** along with your application to be considered Non-Profit and before being processed.)

Other, please specify: _____

List all items 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 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**

Amount Paid: _____ Zone Request: _____

- Paid by:
- Check: # _____
 - Money Order: # _____
 - Credit Card/Online Electronic Transaction: Confirmation # _____
 - Cash (do not mail cash)

Vendor's signature on this document verifies that the vendor has carefully read, understands, and agrees to all provisions in the Vendor Information/Guidelines. No guarantee of exclusivity of products are made or implied.

Signature: _____ Date: _____