



Ashe County's Christmas in July Festival 2010 **...sharing our Mountain Heritage**

The *CHRISTMAS IN JULY FESTIVAL* will celebrate its 24th year in 2010! The annual street festival featuring handcrafted arts and crafts, the best of local and regional music, children's activities, great food and a flavor of the county with our "Non-profit Row" returns to the mountains of western North Carolina July 3.

Christmas in July Festival 2010:

- Festival day is **Saturday, July 3, 2010** from 9:00 A.M. until 8:00 P.M.
- **ONLY** handcrafted, original work by the applicant will be permitted in Saturday's vendor section. Mass produced items and commercial goods will not be allowed.
- The Festival is located in downtown West Jefferson's *Arts District*.
- Local and regional performers that reflect the culture and heritage of the area will provide entertainment!
- Several auxiliary events will be held in conjunction with the Festival including a Civil War Reenactment.

Please complete the enclosed application form and return it to us by the appropriate deadlines. Due to limited vendor space, early application is encouraged.

Please note these general Guidelines for Festival participation:

- Arts, crafts, and food booths are required to stay open during festival hours. Booths must be ready for business at least one hour prior to the start of the event. Set up instructions will be sent in mid-June. Festival personnel will be at the exhibit area to direct you to your assigned booth for unloading.
- No vehicles will be allowed in the festival area later than one hour prior to starting time or one half hour after closing. There is a limit of one vehicle per vendor space during load-in.
- Vendors are responsible for their own booth setup. **No** tents, tables or chairs provided by the festival.
- Christmas in July is an outdoor street festival and will proceed rain or shine! Exhibitors are responsible for their exhibits' rain protection.
- All tents must be firmly secured in case of wind. The festival takes place on a paved surface which prohibits anchoring any supports into the ground. A system such as buckets filled with concrete may be used.
- Security personnel will be provided and all reasonable care exercised, but the Ashe County Christmas in July Festival cannot be held liable for loss or damage to art or to injury to anyone participating in the event. A Certificate of Insurance is required for all food vendors and is encouraged for other exhibitors.
- Parking for vendors is available at convenient lots located close to the Festival. Craft vendor vehicles may not remain in vendor spaces.
- Vendors are responsible for payment of North Carolina Sales Tax.
- No pets allowed.

Don't hesitate to contact us if you need further information. Call the Ashe County Arts Council at 336.846-ARTS or the Ashe County Chamber of Commerce at 336.846-9196. Please help us spread the word about the **CHRISTMAS IN JULY FESTIVAL**, and we'll look forward to having you celebrate our 24th year with us!

Kick off the Fourth of July with us! Friday night July 2 will feature music and a street dance from 7 pm - 10:30 pm. Food vendors open at 6 pm.
www.christmasinjury.info