

**Glen Allen Day
Parade & Fair**

October 3, 2009

at

**Meadow Farm Museum
Crump Park**

Sponsored by the

Glen Allen Ruritan Club

and

**County of Henrico
Division of Recreation and Parks**

Glen Allen Day Parade
9:00 AM Assembly 9:30 AM Step-Off

The purpose of the Glen Allen Day Parade is to provide the grand opening for a day of community celebration. This event is not to be used to promote social or political causes. The Glen Allen Ruritan Club reserves the right to reject any parade entry that does not conform to this mission.

Parade Route - Mountain Road beginning at John Cussons Road to Meadow Farm/Crump Park.

Application Deadline - We will accept qualifying entries until step-off time of 9:30AM. However, to better plan this event, please register and pay fees as soon as possible.

Entry Fee - Expenses related to the parade involve traffic barriers, security, and insurance. The entry fee is \$20.00. Make checks payable to the Glen Allen Ruritan Club.

Your unit is expected to be in the staging area at 9:00AM on Saturday, October 3rd.

There is NO PARKING in the staging area. For marching groups, we encourage car-pooling. There is no shuttle service to the destination of RF&P Park. All children/youth are to be picked up there.

<p style="text-align:center">Nothing may be thrown or handed out by units in the parade.</p>

The Glen Allen Ruritan Club accepts no liability for actions of any parade participants. Riders on any parade vehicle must remain seated when the unit is in motion. It is the responsibility of on site leadership to properly chaperone all participants involved. Final decisions on the safety and appropriateness of a unit will be made by Parade Marshals and/or officials of the Henrico Police Department.

In order for everyone to enter the park quickly, there will be no exits open from Meadow Farm Park until approximately 30 minutes after the conclusion of the parade. It is your responsibility to notify members of your group that they cannot exit the park until Henrico Police reopens the exits.

**Glen Allen Day
Arts and Crafts Show**

**Show Hours
Saturday, October 3, 2009 from 10:30 AM to 4:00 PM.**

A **RAIN DATE** of the following Saturday, October 10, 2009 has been reserved. In the event of cancellation an announcement will be made on radio station WRVA, 1140 AM, and other local stations.

Eligibility

Artists and craftspersons who wish to exhibit and sell their original works may enter. All work must be handcrafted by the exhibitor from raw materials and of original design. Those who wish to participate must complete the application form, submit entry fee and include 3 photographs or slides depicting their work. Exhibitors will be selected on the basis of show composition, variety of media, date of receipt of application and entry fee, and at the Glen Allen Ruritan Club's discretion. All photographs or slides will be returned on the day of the exhibit. The Glen Allen Ruritan Club reserves the right to reject any exhibitor's work that is found unsuitable or not pre-registered by September 5, 2009.

Exhibitor Booth Space

10'X10' booth spaces are available (limit two per entry). Exhibitors will be notified of booth space locations prior to or on the day of the show. Exhibitors are responsible for providing their own tables and chairs and for setting up their own displays. The Glen Allen Ruritan Club reserves the right to assign locations at their discretion. This is an outdoor program; please bring appropriate quick cover in the event of a brief shower. No electricity will be provided or flammables allowed. Restroom facilities will be available.

Entry Fee and Deadline

The **appropriate fee** per each 10'X10' exhibitor booth space is required with each entry application. Show entry is limited. Popular categories fill up fast, so enter early to assure a booth space in the show. All applications, fees and pictures/slides must be received by September 5, 2009. Applicants meeting this deadline will be notified of their acceptance by September 19th. Applications received after September 5th, will be considered only as space is available. No entry fee refunds due to cancellations or inclement weather on the day of the show will be given.

Check-In and Set-up

On-site check-in will be from 7:00AM to 9:00AM on October 3rd. Vehicles may drive into the show area for unloading **but must be immediately removed from the exhibit areas** for setup to begin.

Virginia State Sales Tax

Virginia Sales Tax may apply to all sales made during the show. Individual exhibitors are responsible for reporting their taxes in accordance with State law.

Liability

The Glen Allen Ruritan Club is not liable for any loss or damage to the participant and/or participant's property. All exhibitor booths must be attended by the participant or proxy at all times throughout the festival hours.

LOCATION

Meadow Farm Museum/Crump Park is located at 3400 Mountain Road in Glen Allen. It is 12 miles north of downtown Richmond. Take I-95 exit 84 to I-295 West. Take Woodman Road South exit to Mountain Road. Turn right. Follow the signs on Mountain Road. Park will be on the right.

Please Note:

No food or drink may be **sold** or **given away** by anyone without written permission from the Glen Allen Ruritan Club and a Henrico County Health Department Permit if applicable.

**For more information
please call 804-257-9605
or E-mail: GlenAllenRuritan@verizon.net**

Business Participation Opportunities

Every day in Glen Allen more than 40,000 families make choices on:

Groceries	Entertainment
Insurance	Housing
Investments	Dining Out
Banking	Daycare
Educations	Financial Services
Apparel	Medical Services

Wouldn't you like to have them consider your business?

A. Corporate Sponsor - \$750

- Name prominently displayed at the entrance to Crump Park/Meadow Farm announcing "Glen Allen Day 2009" starting on or about September 1st, 2009.
- Two (2) "Business Area" spaces in the Fair
- Five (5) badges identifying individuals as Corporate Sponsors
- Five (5) meal tickets
- Appropriate Signage at Fair
- Full Page Ad in the Program/coupon book
- Logo on Back of Staff T-Shirt

B. Contributing Sponsor - \$300

- One (1) "Business Area" space in the Fair
- Logo on Back of Staff T-Shirt
- Three (3) badges identifying individuals as Contributing Sponsors
- Three (3) meal tickets
- Appropriate signage at the fair
- Full Page Ad in the Program/coupon book

C. Supporting Sponsor - \$200

- One (1) "Business Area" space in the Fair
- Two (2) badges identifying individuals as Supporting Sponsors
- Two (2) meal tickets
- Half Page ad in the Program/coupon book

See next page for Ad Specifications and Dimensions.

Advertisements in Event Program / Coupon Book

To be paid in full by July 31, 2009 to guarantee placement.

- Full Page - \$125
- Half Page - \$75
- Business Card - \$50

Ad Specifications

Camera Ready Art or Electronic format (EPS/PSD)
Black and White halftone or line drawing
300 dpi minimum resolution

Ad Dimensions

- **Full Page** H: 7.5in, W: 4.5in
- **Half Page** H: 3.75in, W: 4.5in
- **Business Card**

Participation in Business Area - \$60/Space

- One space, approximately 10'X10' in the business area
- Table will not be furnished, nor will provision for cover in the event of rain or high wind.
- No electricity provided.
- Direct selling allowed only with prior approval.
- The Glen Allen Ruritan Club reserves the right to refuse participation by anyone or any group.
- Ruritans take no stand to endorse any causes, either social or political. We endorse no political candidates. Exhibitors may distribute business cards, printed materials, or imprinted items. Literature may be distributed but only from an exhibit booth as a fair exhibitor. This distribution shall be in no way considered an endorsement.
- The Glen Allen Ruritan Club accepts no liability for the actions of any business or individual participating in this event. Failure to follow policies established will result in asking participants to leave the premises.
- Deadline for registration is September 5, 2009.

**For more information
please call 804-257-9605
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Glen Allen Day 2009 Application

Organization: _____

Name of Person Responsible: _____

Address: _____

Phone# (Day) _____ (Night) _____

Email Address: _____

(please mark all that apply)

A Parade \$35 – business (incl. politicians) **\$20** – non-profits
Description of unit _____

B Arts & Crafts Show \$30.00 (per space)
Description of Art or Craft _____

Number of spaces needed: (circle) 1 2

C Non-profit space \$20.00 (per space)
Description of planned activities :

Number of spaces needed: (circle) 1 2

D Vendor space \$60.00 (per space)

E Program Book Advertisement (select)
___ Full page **\$125**
___ Half page **\$75**
___ Business Card size **\$50**

F Event Sponsor
___ Corporate Sponsor **\$750**
___ Contributing Sponsor **\$300**
___ Supporting Sponsor **\$200**

Please detach and mail with check and applicable information to :

Glen Allen Ruritan Club
P.O. Box 1064 - Glen Allen, VA 23060

Signed: _____ Date: _____

By signing you agree to abide by the rules listed in this booklet.

