



## 2016 Sponsor & Vendor Application Packet

### Join KVPAC for Some Art-Inspired Fun at this Year's Family Festival 2016



The **KVPAC ARTS for ALL! Family Festival** is a community celebration of the arts organized by Katy Visual & Performing Arts Center (KVPAC) and LaCenterra at Cinco Ranch. The daylong event includes professional dance, theatre and musical performances, an arts market and artist exhibitions, local talent showcases and hands-on creative opportunities for guests.

**Festival Date: Saturday, March 5, 2016**

**Time: 10:00am – 3:00pm**

Participating businesses and organizations have the chance to:

- Introduce products, goods and services
- Provide a community service by way of, but not limited to, the following:
  - arts-related or educational activities and projects
  - creation and execution of on-site service projects (art projects for homebound seniors, military/military families, children in need, etc.)
  - creative games
- Make invaluable face-to-face connections with thousands of Katy residents and festival guests

Participating local artists may sell their artwork:

- Artist vendors may sell only artwork pre-approved by the Festival Committee
- Artwork includes only handmade pieces produced by the participating artist

- Exclusions include, but are not limited to, jewelry and clothing. (The Festival Committee reserves the right to prohibit the sale of any artwork.)

**Drawing affluent families from across the greater Katy/Houston area, the 2015 Festival attendance was estimated at over 10,000\*.  
Admission and activities are FREE for guests.**

Proceeds from the festival fund KVPAC's ongoing community programs and events.

\*Estimate provided by the Fort Bend County Sheriff's Department.

**Vendor Fees** are only \$175 for a Business or Organization and \$130 for an Artist  
*NEW!! There will be an additional \$10 fee for applications received after February 15, 2016*

## REACH YOUR AUDIENCE *with the right price tag*

### ANNUAL KATY EVENTS

Event	Month	Duration	Booth Cost
Katy Home and Garden Show	January	2 Days	Three levels: \$1,250 \$1,075 \$875
Mom Expo	April	2 Days	\$495
Katy Wild West Brew Fest	May	1 Day	\$300
SummerFest	May	1 Day	Three levels: \$300 \$200 \$100
Katy Rice Harvest Festival	October	2 Days	Three levels: \$425 \$225 \$125
Celebrations Gift Market	October	2 Days	Five Levels: \$1300 \$1050 \$750 \$575 \$400
Home for the Holidays Gift Market	November	3 Days	Five Levels: \$1800 \$1350 \$950 \$700 \$475

In comparison, the booth cost at KVPAC Festival includes complete set-up and tear down of a 10x10 commercial tent.



## GUIDELINES AND GENERAL CONDITIONS

- 1. Festival Sponsorships are available at the \$5,000 Corporate level, \$2,500 Company level and \$1,250 Community level. Sponsorships support KVPAC's mission as a 501(c)(3) nonprofit organization of "fostering a life-long love of the arts" and includes location choice and two (2) free tented booths with maximum visibility in publicity and promotions. The sponsorship print deadline is February 1, 2016. For a complete list of benefits, contact Lisa Connolly at [lconnolly@KVPAC.org](mailto:lconnolly@KVPAC.org).**
  - 2. Vendors are assigned an outdoor booth space for the Saturday, March 5, 2016 event.** The festival is held at LaCenterra at Cinco Ranch, located at 23501 Cinco Ranch Boulevard, Katy, TX 77494. Vendor assignments are subject to approval by LaCenterra at Cinco Ranch management. Center lease agreements may prohibit the acceptance of certain types of vendors. Vendors must agree to provide an art-based activity, creative game, individual or group project, demonstration or social/educational service **free-of-charge** to attendees. No goods or services (except from an artist vendor) can be sold at the festival and activities are subject to approval to avoid duplication. \*Prize Wheels will be limited to only TWO.
- NOTE:** The weather must be considered when planning your booth. Please secure booth décor and activities in the event of wind. Tents rented for the festival will be weighted for vendor and public safety.
- 3. Vendor Fees** are \$175 for a Business or Organization and \$130 for an Artist (includes Booth fee per space and tent fee per single [10 x 10] white tent). ALL booths will be tented prior to your arrival and tent will be dismantled when event is over. Booth assignments are subject to approval by KVPAC management. Festival sponsors will be given priority placement. Assignments are made in the order in which applications are received/ paid. Once all booth spaces fill (sell out), placement assignments will be released to vendors. *NEW!! There will be an additional \$10 fee for applications received after February 15, 2016.*
  - 4. Cancellation Policy** No refunds or credits will be issued. If you choose to relinquish your space, you will be sent a tax-deductible donation receipt in the amount of paid fees.
  - 5. Electricity is available in select areas at no charge.** If you require electricity, it must be noted on vendor application. Vendors must bring a power strip; a UL approved outdoor extension cord and a roll of duct tape to secure cords. Power required cannot exceed the standard 120 volts.
  - 6. Vendor check-in begins at 7:00 a.m.** All vendors must check in before 9:00 a.m. or the booth space may be forfeited. Booth set-up must be completed by 9:45 a.m. Vendors will be permitted to enter and unload, but must move their vehicles out before 9:15 a.m. Vendor parking will be limited to the third floor of the East Gate Parking Garage (adjacent to Grand

Parkway) to ensure surface parking is available for retail shoppers and festival guests. Load-out begins no earlier than 3:00p.m.

7. **Vendors are responsible for providing EVERYTHING in their area:** promotional and marketing materials, decorations, tables, chairs, tablecloths, displays, signage, and supplies for their activity or project.  
*Need to rent a table or chairs from us? See application for details.*
8. **Booths will remain open, staffed and professional looking from 10:00 a.m. – 3:00 p.m.** Please bring enough materials to last the entire day. Vendors may begin to break down their booth space at 3:00 p.m. and agree to leave their area clean.
9. **Music, theatre and dance performances and art exhibits and demonstrations** will run throughout the day.
10. **Vendor assignments are approximate;** the festival committee reserves the right to shift booths during set-up.
11. **Vendors will assume complete liability** for occurrences within/around their booth.
12. **Vendors receive promotional materials** (flyers, posters, postcards and/or email blasts) approximately one month prior to the festival. Vendors are asked to display and distribute promotional materials to help ensure maximum attendance.
13. **There is a “BEST BOOTH” award** to recognize imaginative decoration and engaging booth activities. The winner will be announced at the festival. The winner’s name will be engraved on the perpetual trophy displayed at the booth during the festival.
14. **The festival opens** with a flag ceremony, Pledge of Allegiance and anthem.
15. **There is no fee to request a performance time.** We welcome requests from amateur and professional children and adults providing vocal, dance, music, magic, or literary performances. Please contact Cibby Bowden ([cbowden@kvpac.org](mailto:cbowden@kvpac.org)) for a performance application and information.



## FAQ's

1. **What free activity should I provide in my booth?** Choose something to attract and hold guests in your booth, so you can visit and talk about what you do. This is your chance to market yourself, so make the most of it. The activity may be associated with your product or service, or something creative and different to pull traffic. Popular draws include clowns, helium balloons, costume characters (think about creating an opportunity for a parent to snap a photo), face painting, artist demonstrations, or a make-it-and-take-it art project. Interactive carnival games are fun and easy, but there are a limited number of booth spaces available. Service

projects and group art projects serve others and generate goodwill. Giveaways are a good draw but you must do more. Create a situation where guests want to linger and talk. Simply passing things out does not give you a good marketing opportunity.

2. **How many should I plan to serve?** With Festival attendance growing each year, you can anticipate a constant stream of guests moving through your booth. While you will not be able to accommodate every festivalgoer, think about how long it will take a guest to participate in or complete your activity. Next, determine how many can be served each hour. Multiply the number served by 5 (the number of hours the festival is open) and plan accordingly.
3. **What promotions are most effective?** Printed material passed out to festivalgoers should be designed with a bounce-back offer to drive customers to your place of business or website after the festival. Consider a coupon with a percentage off purchase or special offers. This should be designed to generate traffic, track effectiveness and identify contacts made at the festival. Pass out branded items with your contact information. NOTE: All booth providers are strictly prohibited from soliciting, advertising or marketing their business *outside* of their designated booth space. Non-compliance will result in expulsion from the festival with no refund.
4. **Collect emails or customer information to provide leads for future or ongoing marketing efforts.**
5. **How do I keep my booth staffed all day long?** Time to call in favors from friends and family, recruit volunteers or hire a few friendly teens to help.
6. **Can I just pass things out in my booth and not provide an activity?** No, vendors agree to provide an art-based activity, creative game, individual or group project, demonstration or social/educational service. The intention is to provide interactive experiences for festivalgoers that are artful in nature.
7. **If I am a Business or Organization, can I sell things, take orders or ask for donations in my booth?** No, all booth activities are to be provided free-of-charge. You may not take orders or solicit donations of any kind. You can provide information to drive traffic to a website or place of business to encourage future sales. You can collect information to add to your database or to follow up with those festivalgoers after the event.
8. **If I am an Artist Vendor, can I sell things, take orders or ask for donations in my booth?** Artist Vendors may sell only preapproved artwork. Artist Vendors may take orders for these same items. Soliciting donations is strictly prohibited. NOTE: The sale of artwork not previously approved by the Festival Committee found at the event will result in immediate expulsion with no refund.
9. **Why can't I supply my own tent?** Tents are included in the Vendor Fee to facilitate a quick and convenient set-up for all vendors.
10. **Where do I pick up the table and chairs I need to rent that day?** They will already be set up in your booth space. Just leave them there when event is over.
11. **When do I choose a booth location?** After you are approved as a sponsor or vendor, you will be sent an invoice and booth map to indicate your preference. Priority is given to **top sponsors** first, and then by order applications are received/ paid for.



## Tips for Success & Resources

**Inexpensive Prizes:** [www.orientaltrading.com](http://www.orientaltrading.com)

**Free Business Cards:** [www.vistaprint.com](http://www.vistaprint.com)

**Custom Postcards:** [www.gotprint.com](http://www.gotprint.com)

**Hire costumed characters to work in your booth:** [celebrations@KVPAC.org](mailto:celebrations@KVPAC.org)



**Katy Visual & Performing Arts Center (KVPAC)**  
A 501c3 non-profit arts education organization since 2001  
2501 S Mason Rd # 290  
Katy, Texas 77450  
281-829-2787  
Fax 281-206-2150  
[www.kvpac.org](http://www.kvpac.org)

# 2016 KVPAC ARTS for ALL! Family Festival Sponsor & Vendor Application

**Instructions:** Keep all originals for your records.

**Send a copy of pages seven (7) and eight (8) only via email, mail or fax to:**

KVPAC – Attn: Lisa Connolly  
2501 South Mason Road #290, Katy, TX 77450  
Fax: 281.206.2150 Email: [lconnolly@kvpac.org](mailto:lconnolly@kvpac.org)

**Send no money with the application. If accepted, you will be contacted for payment.**  
FULL Payment is required to reserve a booth.

PLEASE CHECK ONE:

- Corporate Sponsor \$5,000, includes double-tented booth
- Company Sponsor \$2,500, includes double-tented booth
- Community Sponsor \$1,250, includes double-tented booth
- Business or Organization Vendor \$175, includes single-tented booth
- Artistic Vendor \$130, includes single-tented booth
- NEW!! There will be an additional \$10 fee for applications received after February 15, 2016*

Business, Organization or Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Are you a nonprofit organization? \_\_\_\_\_Y \_\_\_\_\_N

Are you an artist? \_\_\_\_\_Y \_\_\_\_\_N

Do you plan to sell your artwork at the festival? \_\_\_\_\_Y \_\_\_\_\_N

What type of art will you sell? \_\_\_\_\_

Will you need electricity in your booth? \_\_\_\_\_Y \_\_\_\_\_N

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email (please print clearly): \_\_\_\_\_

**List all free booth activities or artistic demonstration:** \_\_\_\_\_

**Explain promotions** used in the booth to market your business: \_\_\_\_\_

## RENTABLE OPTIONS!

Rentable Tables & Chairs for your booth are available.

**Table Fee:** I will need \_\_\_\_\_ table(s) at \$20 each.

**Chair Fee:** I will need \_\_\_\_\_ chair(s) at \$8 each.

All rentable items will be set up in your booth space prior to your arrival and will be dismantled when event is over. *Supply is limited.*

**Direct all Festival Questions to Lisa Connolly: [lconnolly@kvpac.org](mailto:lconnolly@kvpac.org) or 281.829.2787**

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**The KVPAC ARTS for ALL! Family Festival Organizing Committee will:**

1. Furnish an outdoor booth space at LaCenterra on March 5, 2016.
  2. Assume no responsibility for Workman's Compensation, FICA, or other withholding taxes for any or all Vendor's employees/agents.
  3. Assume no responsibility for items left at the KVPAC ARTS for ALL! Family Festival site.
  4. Provide pre- and post-event media/publicity, event advertising and promotion.
  5. Organize music and theatre performances throughout the day.
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If accepted as a Booth Provider, the undersigned business, organization or artist and their representatives hereby agree to save, indemnify and hold harmless; LaCenterra at Cinco Ranch LLC, Vista Management Company, Katy Visual & Performing Arts Center (KVPAC), and KVPAC ARTS for ALL! Festival Committee and all such parties, officers, and employees from and against any and all claims liability, judgments, or demands including those arising from injuries to or death of persons and damage to Property, or other losses, damage or expense of any nature assign directly or indirectly out of or related to participation in the 2016 KVPAC ARTS for ALL! Family Festival. All event fees are NON-REFUNDABLE.

**X I agree to the aforementioned Guidelines and General Conditions.**

Business, organization or artist representative signature: \_\_\_\_\_

Date: \_\_\_\_\_

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**Office use only:** Booth # \_\_\_\_\_ Sponsorship/Vendor (Business or Artist) Fee \_\_\_\_\_

Rented Tables \_\_\_\_\_ Rented Chairs \_\_\_\_\_ Electricity - Yes \_\_\_\_\_

Total Amount \_\_\_\_\_ CC \_\_\_\_\_ CK # \_\_\_\_\_ Date received \_\_\_\_\_