

# **Villa Rica Gold Rush Festival 2011**

## **Home of Georgia's First Gold Rush of 1826**

*Greetings from the City of Villa Rica*

### **Gold Rush 2011 Festival Committee**

**It is time to plan your participation in this year's event!**

**SATURDAY, SEPTEMBER 10<sup>TH</sup>**  
**Main Street, Villa Rica**

*A celebration of the prospectors who found gold in our Hometown!*

**From those early days in 1826, when the first settlers came to this area, until the present, Villa Rica has enjoyed the benefits of a small town close to the big city. As we grow and change, Gold Rush 2011 reflects the good things that are unique about our city.**

**Being conscious of the rich heritage of our history, we symbolize Southern traditions. From the hometown entertainment of a community parade to handcrafted clothing, crafts and works of art- "*Pride in accomplishment and artisanship is the standard*". Great food prepared on the spot by "family secret" recipes with only the freshest ingredients, good old-fashioned music, and plenty of opportunity for people to gather and share a day of fun – that's what we're about here in Villa Rica.**

**Come join us!**

<b>5K road race:</b>	<b>8:30 a.m.</b>
<b>Parade:</b>	<b>10:00 a.m.</b>
<b>Vendors Open:</b>	<b>9:00-4:00 p.m.</b>
<b>Concert:</b>	<b>4:30-9:30 p.m.</b>

## RULES OF PARTICIPATION

**The 2011 Gold Rush Committee reserves the right to accept or deny applications at its discretion.**

1. Applications to participate in any part of Gold Rush 2011, whether as a vendor or parade entry, are due by August 1, 2011. Applications not accepted after the August 1 deadline. Check or money order must accompany your application to reserve space at the festival.  
Please submit separate application and check if you are participating in both the parade and festival.
2. Applicants must submit photographs and written description of all displays. Applications without photos will be returned.
3. The Gold Rush Committee reserves the right to limit the number of duplicate food and craft vendors.
4. Gold Rush Committee will begin review of all applications and notification of acceptance or denial will be mailed out no later than August 13.
5. No Refunds after August 13, 2011, for accepted vendors should they decide to remove themselves from event. No refunds for no-shows.
6. If a vendor has been accepted and fails to show up for event or departs from event before 4pm they will be removed from mailing list and will not be invited to future Gold Rush Festivals.
7. Repeat vendors should not expect to be in same location as previous events.
8. Electrical service is limited! You must specify on your application if you want electricity. Vendor is responsible for heavy duty extension cords needed for service. Only one outlet per vendor. Use of generators not permitted in food and craft area of Main Street.
9. All arts & crafts items must be handmade, no exceptions.
10. No Friday night set up! Vendors may come in after 12:00 midnight but – no *Gold Rush staff* will be available until 6a.m. Saturday. All participants must be set up by 8:30 am. You are required to unload and immediately move your vehicle to the The Mill Amphitheatre parking lot. Failure to do so will eliminate you from future participation.
11. Vendors are responsible for cleaning up their assigned booth area. Vehicle access to the Main Street vendor area is prohibited until after 5 pm.
12. Parade entrants must refrain from throwing candy – you may hand out candy. Confetti is prohibited.
13. Food vendors must include a complete menu – you will be able to sell only approved items. Application will be returned if menu is not submitted along with application.
14. Prizes for children's game must not relate to violence or weapons. Snap Pops and silly string are not allowed.
15. All payments will be deposited upon receipt. Deposit of payment does not constitute acceptance as a vendor. Any applicant not accepted will receive a full refund upon completion of review by Gold Rush Committee.

*Direct questions to:*

Parade - Jerry Doyal 770-459-3822  
5k Road Race - Rusty Dean 770-459-6778  
Concert/Talent - Kimberly Stovall 678-840-5959 [kstovall@villarica.org](mailto:kstovall@villarica.org)  
Vendors – Cindy Britt 770-456-4224 [goldrushgal77@yahoo.com](mailto:goldrushgal77@yahoo.com)

**APPLICATION TO PARTICIPATE – Gold Rush 2011**

**Main Street, Villa Rica September 10, 2011**

**Area(s) of Participation-**

\_\_\_\_\_ **\$40 Booth:** \_\_\_Arts/Crafts \_\_\_ Church \_\_\_ Civic \_\_\_ School

\_\_\_\_\_ **\$50 Booth with electricity:** \_\_\_Arts/Crafts \_\_\_ Church \_\_\_ Civic \_\_\_ School

\_\_\_\_\_ **\$60 Booth:** \_\_\_ Food \_\_\_ Games \_\_\_ non-craft vendors\*

\_\_\_\_\_ **\$70 Booth with electricity:** \_\_\_ Food \_\_\_ Games \_\_\_ non-craft vendors\*

**Items for Sale or to be given away:** Attach a complete list of items for sale or given as prizes along with a photograph of your display for Gold Rush 2011. This must be attached to application.

If this information is not attached to your application your application will be returned.

\*Non-craft trade vendors will be allowed only if space is available.

\_\_\_\_\_ **\$20 Parade:** \_\_\_ Team \_\_\_ Civic \_\_\_ School \_\_\_ Church (per vehicle)

\_\_\_\_\_ **\$50 Parade:** \_\_\_ Political Candidate \_\_\_ Commercial Advertiser

Include a description of your entry in the parade or attach a photograph.  
Limit 1 vehicle per entry

**If you participate in both the *parade* and reserve *vendor space*,  
two separate applications and checks are required.**

***NOTE: There will be a \$35.00 charge for all returned checks.***

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**Total amount enclosed \$ \_\_\_\_\_ Festival      Total amount enclosed \$ \_\_\_\_\_ Parade**

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**Business/Organization Name:** \_\_\_\_\_

**Name of contact person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Make checks payable to: DDA/GOLD RUSH PO BOX 206 Villa Rica, GA 30180**

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# **GOLD RUSH FESTIVAL 2011**

**September 11, 2011**  
**Participant Fee Schedule**

## **Booth Space Areas:**

Measures 10' x 12' (we don't provide tents)

### **Arts & Crafts:**

Booth \$40

Booth w/ Electricity \$50

### **Civic/School/Church:**

Booth \$40

Booth w/ Electricity \$50

### **Food Vendors:**

Booth \$60

Booth w/ Electricity \$70

### **Games:**

Booth \$60

Booth w/ Electricity \$70

### **Non-Craft Vendors:**

Booth \$60

Booth w/ Electricity \$70

(non-craft trade vendors will  
be allowed only if space is available)

## **Parade:**

### **Church/Team/Civic/School:**

Per Vehicle

\$20

### **Political Candidates/Commercial Advertisers:**

Per Vehicle

\$50

**\* No vehicles over 2 axles; only classic cars and trucks pulling floats  
will be permitted in the parade.**

**\*Limit 1 motorized vehicles per entry. Floats are encouraged.**

***NOTE: There will be a \$35.00 charge for all returned checks.***

**Payment must accompany registration:**

**DDA/Gold Rush**

**P.O Box 206**

**Villa Rica, GA 30180**

*You may visit these websites to acquire additional event information.*

*<http://www.villarica-mainstreet.com> and <http://www.villarica.org>*