



# 43<sup>rd</sup> Annual Strawberry Festival

June 8<sup>th</sup> – 9<sup>th</sup> 2024

**Strawberry Festival** takes place Saturday and Sunday – June 8<sup>th</sup> – 9<sup>th</sup>, 2024 at Merritt Estate Winery, 2264 King Rd. Forestville, NY 14062.

Each year features live entertainment, craft and artisan vendors, great food, wine, beer, and of course our famous wine slush! There will be various family friendly activities such as a balloon artist, bounce house, and classic car cruise.

## HOURS

Set Up	Festival Times	Teardown
SAT, 8:00am – 10:30am <i>Let us know of any special requirements</i>	FRI 6:00pm – 10:00pm (Band Only – No Vending) SAT 12:00pm – 10:00pm* SUN 12:00pm – 6:30pm	SUN After 6:30pm <i>No vendor shall breakdown prior to end of festival</i>

\*Vending goes until 6:00pm Saturday, but vendors are welcome to stay open later

## PROVIDED

- 10'x10' space
- Promotion of craft vendors with Strawberry Festival advertisements
- Print and social media promotions
- Electric available UPON REQUEST.

**Booth Fee for the weekend is: \$100.00**

## Vendor Requirements:

- Must provide your own furnishings (table, tent, chairs, etc.)
- Must hold Certificate of Insurance and list Merritt Estate Winery as an additional insured to the certificate **OR** sign the attached Hold Harmless Agreement
- Must provide your own extension cord if electric is needed.
- Must pick up your own garbage.
- Cannot use booth to promote religious or political causes.
- Cannot sell food products if not approved by Merritt Estate Winery beforehand.

Merritt Estate Winery is not responsible for lost or stolen merchandise brought in as part of your craft booth. You are encouraged to take your merchandise with you when you leave Saturday night.

With the classic car cruise and stage equipment being set up Saturday and Sunday before the festival begins at noon, you are required to have your booth and merchandise set up by 11am to ensure your vehicles are out of the way and not endangering any pedestrians. You will have access to your booth with your vehicle in the morning but not at night.



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## HOLD HARMLESS AGREEMENT

Our business and/or organization would like to participate in Merritt Estate Winery 43<sup>rd</sup> Annual Strawberry Festival on Saturday, June 8th and Sunday, June 9th, 2024. Consequently, I am signing this Hold Harmless Agreement which releases Merritt Estate Winery and their members, officers, servants, agents, community volunteers and employees thereof from any and all liability and agrees to indemnify, defend and hold Merritt Estate Winery harmless from and against any and all liability arising from the named vendor's involvement in Merritt Estate Winery 43<sup>rd</sup> Annual Strawberry Festival on Saturday, June 8th and Sunday, June 9th, 2024.

We also agree to hold harmless and indemnify Merritt Estate Winery and their employees thereof from any and all costs, claims and damages of whatever nature, including but not limited to attorney's fees for injury or death to persons and damage to property resulting from or caused by, directly or indirectly, the conducting of its vending of anything which is in any manner connected with the permission herein given.

The permission is not assignable or transferable and is subject to cancellation at any time by any type of notice.

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Business Name

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Street

City / State/ Zip

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Owner's Name

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Signature

Date

**Return by Friday, May 24, 2024, with your completed application to [merrittwinemarketing@gmail.com](mailto:merrittwinemarketing@gmail.com) or mail to:**

Merritt Estate Winery  
c/o 2024 Strawberry Festival  
2264 King Rd.  
Forestville, NY 14062



*Merritt*  
W I N E R Y

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Thank you for your interest in participating in the 43<sup>rd</sup> Annual Strawberry Festival.  
**The vendor fee for the weekend is \$100 (non-refundable). You keep 100% of your profits for the weekend.**

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

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

Website: \_\_\_\_\_ Products: \_\_\_\_\_

Brief Description of Products: \_\_\_\_\_

Electrical Requirements ( Yes / No ): I will need to plug in \_\_\_\_\_ piece(s) of equipment

Please describe equipment: \_\_\_\_\_

**Registration Deadline: Friday, May 24<sup>th</sup>, 2024**

**Payment Information – Make checks payable to Merritt Estate Winery**

**Payment by:**  Cash  Check CK# \_\_\_\_\_ **Credit Card:**  MC  Visa  AmEx  Discover

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Zip: \_\_\_\_\_

Security Code: \_\_\_\_\_

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

**Email to [merrittwinemarketing@gmail.com](mailto:merrittwinemarketing@gmail.com)  
or make a copy for your records and mail original application with payment to:  
Merritt Estate Winery  
c/o 2024 Strawberry Festival  
2264 King Rd  
Forestville, NY 14062**