



THOMAS JEFFERSON'S *Poplar Forest*

Thomas Jefferson Wine Festival:

Saturday, April 5, 2025

11:00 a.m. to 5:00 p.m.

Artist/Craft Vendor Application

After an incredibly successful 15-year run, Thomas Jefferson's Poplar Forest is expanding our annual Wine Festival and hosting the 1st annual SPRING Thomas Jefferson Wine Festival! The Spring Thomas Jefferson Wine Festival will continue to present Virginia wineries to offer tastings, local foods, local artisans, music, and entertainment. House tours of Jefferson's retreat home will take place throughout the day. The fall festival typically sees a crowd size of 1,500-2,000 people depending on weather and we are hoping for similar numbers at our first Spring festival.

Due to the size of Poplar Forest and the facilities available, we must limit the number of participating vendors in the Thomas Jefferson Wine Festival. The **application deadline is February 28, 2025**. Participation in the Thomas Jefferson Wine Festival at Poplar Forest is by invitation only, but is typically handled on a first come, first served basis so you are encouraged to turn in your application early. **You will be contacted by the end of February if your business is selected to participate in this year's festival.** This application does not guarantee your business a spot in the festival.

Poplar Forest will provide:

- A 10' x 10' space under covered, heated tents (you do not need to provide your own tents)
- Trash and recycling receptacles
- Wifi for transacting sales
- Festival web site promotion with each business's name, location, phone contact and web site
- Advertisement & promotion of this event via radio, print, web site, direct mail & posters (please send a .jpg logo you would like us to use in advertising)

Artist vendors should provide:

- *Upon invitation to the festival*
 - *Signed Agreement with \$150 participation fee (Will be expected after we have contacted you if space is available **DO NOT send payment with the application**)*
- All items needed for displaying and selling merchandise
 - Tables for 10' x 10' space *Rentals available
 - Floor-length table coverings if desired*Rentals available
 - Handcarts and staff to unload supplies (Poplar Forest unable to assist)
 - All necessary equipment for transacting sales (electricity **not** provided)
 - A sign and/or banner to hang to distinguish your booth
 - Bags or cartons to facilitate sales
- Advertising for the festival through your email and/or mailing list and social media (*please DO NOT create a separate event page for the Wine Festival on Facebook. Poplar Forest will have one set up for you to share and post on*)
- All space clean up- trash and empty cartons must be thrown away before leaving

Set Up

Set up for the festival can begin at 7:30 a.m. on the day of the event (Saturday April 5, 2025). All vendors must be set-up no later than 10:30 a.m. and no displays can be removed until after 5:00 p.m. at the conclusion of the festival. **The event will be held rain or shine.** You will be provided with a 10' x 10' space in a large, heated tent.

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Please complete the following information:

Business name

Name of person completing application

Telephone/Cell Phone

Address

City

State

Zip

Email Address

Please tell us more about your business. (What products you carry, are your products home made, other festivals you've attended etc.)

Please check the appropriate sentence below:

I am interested in participating in the Spring (April 5, 2025) AND Fall (November 8, 2025) Thomas Jefferson Wine Festival and this application is for both events.

I can only commit to the Spring Thomas Jefferson Wine Festival, but would like an application for the Fall Wine Festival when it is available.

Please mail or email this form (no phone calls please) to:

Thomas Jefferson's Poplar Forest

c/o Mary Massie

P.O. Box 419

Forest, VA 24551

mary@poplarforest.org