



THOMAS JEFFERSON'S
Poplar Forest

Fall Thomas Jefferson Wine Festival:

Saturday, November 8, 2025

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

Artist/Craft Vendor Application

Now in its 16th year, The Fall Thomas Jefferson Wine Festival will once again present Virginia wineries to offer tastings, local foods, local artisans, music, and entertainment. Thomas Jefferson will also be present to mingle with guests and talk about his love of wine and life at Poplar Forest, his retreat home. House tours of Jefferson's retreat home will take place throughout the day. The festival typically sees a crowd size of 1,500-2,000 people depending on weather.

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 August 31, 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 September 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 November 8, 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.

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 festivals you have attended, your product, etc.)

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

Thomas Jefferson's Poplar Forest
c/o Matthew Torres
Director of Programs and Education
P.O. Box 419
Forest, VA 24551
Fax: (434) 525-7252
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