



# THOMAS JEFFERSON'S *Poplar Forest*

## ***Thomas Jefferson Wine Festival***

**Saturday, November 9, 2024**

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

## **WINERY APPLICATION**

Now in its 15<sup>th</sup> year, The 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, 2024**. 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 winery 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'x15' space under covered, heated space (wineries do not need to provide your own tents)
- Trash and recycling receptacles (for glass and cardboard)
- Wifi for transacting sales
- Festival web site promotion with each winery'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)

### **Participating wineries must provide:**

- Upon invitation to the festival:
  - a signed participation agreement with \$300 entry fee. **DO NOT send fee with the application** \*Poplar Forest will provide a \$100 pour fee at the conclusion of the festival
  - Certificate of Insurance mailed to Poplar Forest by October 31<sup>st</sup>, 2024. *The Certificate will need to list the following organizations as additional insured's: The Corporation for Jefferson's Poplar Forest.*
- 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 items needed for tastings and selling of wine
  - Water pitchers, ice, containers to chill wine, etc.
  - Tables for 10'x 15' space \*Rentals available
  - Table coverings if desired \*Rentals available
  - All necessary equipment for transacting sales (electricity is **not** provided)
  - A sign and/or banner to hang behind and above your booth if desired (tent ridge is 10 feet high)
  - Wine bags and cartons to facilitate sales
- Handcarts and staff to unload supplies and to clean up at the end of the festival \*Please note: any and all trash must be removed from the tent by your team to the appropriate recycle bin or dumpster. Failure to remove trash will result in a forfeiture of the \$100 pour fee from Poplar Forest.

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**Set Up**

Set up for the festival can begin at 7:30 a.m. on the day of the event (Saturday, November 9, 2024). All wine 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.** Wine vendors will be under tents at Poplar Forest. Portable heaters will be provided along with tent sides. You will be provided with a 10' x 15' space.

**Tasting/Sales:**

All Wineries must have an adequate number of representatives to pour samples of wines, and to sell wine by the glass, bottle, and case. Poplar Forest cannot guarantee the security of merchandise or personal effects if left unsupervised. Please have enough staff or volunteers with you to ensure the safety of your space.

Please complete the following information:

\_\_\_\_\_  
*Winery or Vineyard*

\_\_\_\_\_  
*Name of person completing application*

\_\_\_\_\_  
*Telephone/Cell Phone*

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

\_\_\_\_\_  
*City*

\_\_\_\_\_  
*State*

\_\_\_\_\_  
*Zip*

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

**Please mail, email or fax 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](mailto:mary@poplarforest.org)