



SPRING FLING

A DOWNTOWN FESTIVAL IN SPARTANBURG, SC

MAY 4, 5, & 6, 2012

What's Spring Fling all About?

Spring Fling is more than just your average street fest - it's music, arts, crafts, food, children's activities, & special attractions galore. **Entertainment** abounds as five festival stages feature dozens of local, regional, and national entertainers. A **Food Court** with 35 concessionaires offers everything from crab cakes to funnel cakes. The **MarketPlace** presents a shopper lovers' paradise as more than 100 booths offer unique and one of a kind items for sale (vendors from 13 states were represented in 2011). The **Community Showcase** area features local non-profits sharing their message & garnering support from a large audience. There's a HUGE **Family Fun Zone** with rides, inflatables and tons of wallet-friendly activities. **The Underground** is a destination for young people to enjoy music, gaming, and other cool activities. Special Attractions include a **Professional Bicycle Race**, **Classic Car Show**, **Frisbee Dog Shows**, a **Cornhole Tournament**, and much more! Spring Fling is also a perfect opportunity for local businesses to gain exposure and/or sell their goods.



A Little History

Spring Fling began in 1979 as "an opportunity to get people out after being boxed up all winter" and to bring people back downtown. The first weekend in May was selected as the date for the festival. The festival had a budget of about \$5,000 and was one day. Downtown merchants fell into the swing of things by taking to the sidewalks with special values on merchandise. The first Spring Fling was labeled as "a frolicsome success!" 2012 marks the 34th year for Spring Fling.

When is Spring Fling?

The festival is always the first full weekend in May. This year's dates & hours are: Friday, May 4: 6 pm - 10 pm; Saturday, May 5: 11 am - 9 pm; Sunday, May 6: 1 pm - 7 pm

Attendance

Spring Fling hosts tens of thousands of people annually during the three-day event. An estimated 75,000 people converge on the streets of Downtown Spartanburg to celebrate this annual rite of Spring! While Spartanburg County residents make up the largest group of people attending the festival, visitors from all over the Upstate enjoy the festival.



"As the owner of a Spartanburg small business on a tight budget, I have tried many efforts to get information about Wet Paint Syndrome into the hands of new customers. Participating in Spring Fling 2011 was the best business decision I made all year. I had an enormous amount of exposure that has translated into new loyal customers. I was able to test products with a very diverse cross section of the community. To top it all off, the event itself was one of the highest grossing sales weekends in the history of my small business."

Kris Neely, Wet Paint Syndrome



Commercial Application

Dear Commercial Exhibitor/Business:

You are invited to submit an application for the 2012 Spring Fling festival. It is scheduled for the first weekend in May in downtown Spartanburg, South Carolina. Examples of businesses who have attended the festival in previous years categorized as a "Commercial Vendor" include: home improvement companies, vacation rentals or giveaways, home security systems, wireless communication providers, apartment complexes; membership driven businesses, etc.

Spring Fling is a perfect opportunity for you to showcase your business or get the word out about a much needed service that you can provide. Thousands and thousands of festival goers will walk past your exhibit over the course of the three-day celebration. There really is nothing like the face-to-face opportunity to promote your product or service. Spring Fling can provide you with the opportunity to place your product, image or service in the hands of thousands of potential new customers. Our commercial vendors are placed right in the middle of all the action - after all, we all know that location, location, location is everything.

Application Deadlines and Fees:

- **Applications are due March 23, 2012.** After this date, applications will still be accepted (if space is available) but the fees will increase.
- **\$15 non-refundable application fee**

If you have questions or need additional information, please don't hesitate to give us a call. We can be reached by telephone at 864-596-3105 (Monday through Friday, 8 AM until 5 PM) or by email at: jwarner@cityofspartanburg.org (Jane Warner). Thank you for your interest in Spring Fling. We look forward to receiving your application.

All Applications Must Include the Following:

- \$15 Non-Refundable Application Fee
- Vendor Space Fee (check, money order, or credit card)
- Electricity Requirements (with associated fees)
- Pictures of vendor set up/or items for sale

Checks Made Payable to: **City of Spartanburg**

Mail Completed Applications to:

City of Spartanburg
Spring Fling
P.O. Box 1749
Spartanburg, SC 29304

Important Dates:

March 23: Application due

April 4: Deadline for cancellation to receive booth fee refund minus \$50. **No refunds after this date.**

April 20: Space assignments, maps, unloading pass mailed

May 4-6: Spring Fling Festival

SPRING FLING POLICIES AND PROCEDURES

Application Deadline and Fee

To ensure variety and eliminate repetition, Spring Fling reserves the right to limit the number of vendors allowed that provide similar products or services. This will be determined on a first come-first served basis. Although the deadline for applications is March 23, booth space fills up quickly. All Spring Fling Applications must be accompanied by a \$15 non refundable application fee. **Should vendor not be accepted, all fees (minus the application fee) will be returned promptly.**

WE ARE SMOKE FREE

Spring Fling is a SMOKE-FREE event. (As of September 1, 2011, ALL city events are smoke-free.) Exhibitors are not allowed to smoke inside their booth space. Smoking is only allowed outside the perimeters of the Spring Fling footprint.

RAIN OR SHINE EVENT

Spring Fling is a rain or shine event. No refunds will be made in the event of rain. Exhibitors are responsible for their own booth's rain protection. If inclement weather becomes too severe, the Spring Fling Committee will be responsible for making the final determination on the continuance of the event.

TAXES & FEES

All Exhibitors selling tangible personal property are required to register with the State of South Carolina Department of Revenue for the purpose of reporting and paying sales tax at the rate of 6%. For more information on a temporary festival license please contact the SC Department of Revenue at 864-241-1200. Note: **The City of Spartanburg does not require Spring Fling vendors to purchase a Business License** (the fee you pay to participate in the festival is in lieu of a Business License.)

BOOTH SPACE

Spring Fling provides space only. All set-up is the responsibility of exhibitors, including tents, tables, chairs, etc. **All tents must be firmly secured with a minimum of 50 lbs. weighted per pole.** (More information will be provided in the confirmation package mailed out prior to the festival.)

VENDOR PARKING

Spring Fling does not offer reserved vendor parking. There is however, parking in the Downtown Spartanburg area around the festival site. **Power hook-ups are not provided** in any parking areas, or for any storage vehicles on or off-site. If you have a supply vehicle that will require power, you must bring your own generator.

BREACH OF POLICIES

Spring Fling may, at its election, terminate the Policies, Procedures and Requirements Agreement between Spring Fling and the vendor at any time upon breach of these policies and the accompanying contract. Upon termination, Spring Fling may choose to retain any booth rental fees paid by the vendor.





COMMERCIAL EXHIBITOR APPLICATION

DEADLINE: MARCH 23, 2012

Booth Name _____ Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone # _____ email address: _____

Spring Fling Vendor Fees

Price Before March 23, 2012

- 10' x 14' (\$700)
- 15' x 14' (\$1050)
- 20' x 14' (\$1400)

Price After March 23, 2012

- 10' x 14' (\$850)
- 15' x 14' (\$1200)
- 20' x 14' (\$1550)

Do You Need Electricity? ___ Yes ___ No

110/15 amp plug - \$25 each _____ \$25 each Total \$ _____
requested

NOTE: Power will be required for lights for night-time operation hours.

Describe your booth setup and items you will be promoting and/or selling:

Electrical Needs Worksheet for Spring Fling

Exhibitor Name _____

All power for Spring Fling vendors is supplied through generators that the City rents. The quantity and sizes of generators the city rents is completely based on the needs of individual vendors. It is for this reason that you must complete this form **very carefully**. We will only be prepared to handle the power you have indicated on this form. List all electrical equipment you will be using.



Reminder: You will be open in the evenings, so you will need power for lighting your display.

Electrical Equipment	Voltage	Watts	Amps

Based on the above information,

I need _____ 110/15 amp plug(s) at a cost of **\$25 each** Total \$ _____
how many?

Please make sure this information is accurate! You will only have the plugs you request.

Total Entry Fees

\$ _____ Vendor Space Requested

\$ _____ Electricity Costs

\$ 15.00 Application Fee

\$ _____ **Total Fees Enclosed**

Method of Payment

I have enclosed a Check or Money Order for all fees

Charge my credit card for my application fee, vendor & electricity fees

Please circle card type: Visa/ Mastercard/ American Express/ Discover

Card # _____ Expiration Date _____

I authorize the City of Spartanburg to charge \$ _____ to the credit card number above.

Signature _____ Date _____ Zip Code _____

**WAIVER, RELEASE & INDEMNITY
FOR PARTICIPATION IN THE SPARTANBURG SPRING FLING FESTIVAL**

The undersigned agrees that they will comply with all policies, procedures and regulations included with this application, and agree to be bound by and comply with all those documents. The undersigned also understands that if any of the event policies are violated that they will forfeit their fees paid to participate in the festival. The undersigned understands that Spring Fling staff and executive volunteers are responsible for making final decisions with regard to the event operations and agrees to abide by their decisions. By its signature, vendor agrees to release, hold harmless the City of Spartanburg, its staff, agents and employees from any damages including loss of life sustained even if liability arises out of the negligence of the City of Spartanburg, its staff, agents and employees.

Vendor further agrees to defend and indemnify the City of Spartanburg, its staff, agents and employees, from any and all claims. The undersigned further acknowledges and agrees that this Release and Indemnity shall be construed to be as broad and inclusive as permitted by law and that if any provision or portion of this Release and Indemnity is held to be invalid by a court of competent jurisdiction, the undersigned agrees that the remainder of this Release and Indemnity shall remain in full force.

Vendor further understands that I have given up substantial rights by signing this Waiver and Release and sign it voluntarily. This Waiver and Release also binds my heirs and assigns.

The undersigned represents that this Waiver, Release and Indemnity is given in consideration for being allowed to participate in the Spartanburg Spring Fling festival.

Print Name

Date

Signature