

**The Lexington Sunrise Rotary Club's
BB&T BALLOON RALLY
July 3-4, 2010 in Lexington, VA**

You are invited to participate in the 14th Annual July 4th Balloon Rally in Lexington, VA. As in previous years, it will be on the parade ground of the Virginia Military Institute (VMI). Festivities will begin Saturday at 9:00 a.m. July 3, where thousands will be drawn to the excitement of the holiday, with live music, children's activities, various displays including craft and food sales, and hot air balloon rides later. On Sunday, beginning at noon, festivities continue, with added features, culminating in a spectacular fireworks display at dusk.

Substantial publicity will be generated with radio and TV announcements, newspaper features, and street banners. Multi-page inserts in the local newspapers will show what can be expected and the vendors that are participating.

This event is managed by the **Lexington Sunrise Rotary Club** for the benefit of Rockbridge County youth and supported by contributions from many local business organizations. A major contributor is the BB&T Bank, which accounts for the name "BB&T Balloon Rally"

Action Required

To reserve booth space this year, please return the enclosed application form along with the indicated fee prior to June 15, 2010. If you have a question, please contact Mike White by email at mwhite@ntelos.net or by phone (540-460-7607).

Confirmation

Approved applications will be confirmed via email or U.S. mail.

Setting Up

Vendor set up will be available from 4:00 to 8:00 pm on Friday, July 2nd. Setup will also be available from 8 am to noon on Saturday, but not later. Last year we had wonderful crowds, and this year vendors will get two full days to display their wares! Please indicate on the application your plans for arrival. Spaces will be staked and marked as in previous years. Please see on-site coordinators for your space assignment. Vehicles are not to drive on the parade grounds.

Booth/Trailer Space Reservation Application
2010 July 4th Balloon Rally, on VMI Parade Grounds, Lexington, VA

Business name of applicant _____
Name of representative (applicant) _____
Address _____
Phone _____ Fax _____ Email _____

I plan to arrive: Friday, July 2nd from 4 to 8 pm _____ or Saturday, July 3rd from 8 am to noon _____.

Please check the number of spaces and services desired. Call or email for special arrangements.

- | | |
|---|----------|
| <input type="checkbox"/> 10'x12' space, non-profit information | \$ 40.00 |
| <input type="checkbox"/> 10'x 12' space, hand craft sales for profit | 60.00 |
| <input type="checkbox"/> 10'x12' space, commercial sales | 120.00 |
| <input type="checkbox"/> 8'x 18' space, single food, non-profit organization | 60.00 |
| <input type="checkbox"/> 8'x18' space, single food, commercial vendor | 130.00 |
| <input type="checkbox"/> 8'x18' space, multiple food, non-profit organization | 200.00 |
| <input type="checkbox"/> 8'x18' space, multiple food, commercial vendor | 380.00 |
| <input type="checkbox"/> Electric power supply (110 V via your 10-gauge extension cord)
(For food only, or you may use your own generator, <u>if permitted</u>) | 30.00 |
| <input type="checkbox"/> Late fee if postmarked or emailed after June 15 | 20.00 |

Terms and conditions:

1. Spaces are not reserved until this form is completed, signed, returned with full payment and acknowledgement by the Lexington Sunrise Rotary Club.
2. The Lexington Sunrise Rotary Club reserves the right to decline any application.
3. Larger spaces may be made available for an agreed upon payment.
4. The Lexington Sunrise Rotary Club and its Interact High School group has the exclusive right to sell soft drinks and bottled water. Vendors may sell any other beverages.
5. Food vendors must comply with City/County Health Department regulations.
6. Virginia sales taxes on items sold are the vendor's responsibility.
7. The Lexington Sunrise Rotary Club and VMI accept no responsibility or liability for injury to any vendor/exhibitor, or any employee or agent thereof while in attendance, and no responsibility for the loss or damage of property of the vendor/exhibitor, or that of any agent or employee thereof.

I have read, do understand, and agree to these terms and conditions.

Applicant's Signature:

Please mail this form with check to BB&T Balloon Rally-Lexington Sunrise Rotary Club, P.O. Box 1485 Lexington, VA 24450-1485. Questions should be directed to Mike White, mwhite@ntelos.net, (540-460-7607) or the Lexington Visitor Center, 106 E. Washington Street, Lexington, VA 24450, (540-463-3777).

For Lexington Sunrise Rotary Club Use Only:

Date received:

Amount received:

Check Number: