



**APRIL 24-28 2012**

Greetings! It's time to plan for Larry Joe Taylor's 24th Annual Texas Music Festival & Chili Cook-off. You are being sent this vendor application based on your past participation as a vendor or your recent request for an application.

Vendors for the 2012 festival will be selected based on the following criteria:

- Past sales, service to festival patrons and integrity. Past vendors who had good sales and exhibited service, honesty and integrity will be given 1st preference.
- Products to be sold. Vendors will be given exclusive rights to sell key products as much as possible.
- Return of Vendor Application. Returning the vendor application ASAP will help to ensure a vendor space.

**Note:** Coca-Cola is a sponsor again this year. Food vendors may sell food products, tea, lemonade, and Coca-Cola products. However, the Coca-Cola products **must** be purchased from Coca-Cola on sight at the festival. The purchase of these items is not handled through the Larry Joe Taylor Festival and should be considered the same as any other supplies you purchase. Coca-Cola will invoice you directly for these purchases.

**All food vendors must obtain a Temporary Food Establishment Permit from the Texas Department of Health.**

If you are interested in participating as a vendor this year please review the following information and return the attached Vendor Application with applicable fees.

**Vendors must arrive before dark on Monday, April 23rd (the day before the festival begins). No vendors will be allowed in once the festival gates open on Tuesday, April 24th so plan accordingly. Vendors will not be allowed to set up after the festival begins or after dark on Monday.**

For your information and inventory planning it is important to note that Tuesday ticket sales are limited to 1,000 people. However, this year, Wednesday through Saturday ticket sales will not be limited.

**Vendor Fees:** \$260.00 flat fee for up to 25' frontage space (\$10.00 for each additional foot) is to be paid when application is submitted and 15% of total sales paid prior to leaving event site. The \$260.00 may be paid by check or credit card. The 15% must be paid by check or cash **PRIOR TO LEAVING FESTIVAL SUNDAY MORNING** (15% FEE SHOULD BE PAID AT ON-SITE FESTIVAL OFFICE BETWEEN 9:00 AM AND 12:00 NOON SUNDAY APRIL 29TH).

**Electric Fee:** 20 amp service at \$40.00 per drop. 30 amp service at \$50.00 per drop.  
50 amp service at \$75.00 per drop. 100 amp service at \$200.00 per drop.

**Concert Tickets & Camping Information:** Your vendor space includes two free concert ground passes which will be held at the vendor check-in area at the front gate.

**IMPORTANT NOTE:** If you wish to camp away from your vendor site you will need to purchase that campsite from the festival website or by calling the festival office.

Additional discounted advance tickets may be purchased from the Festival Website or Festival Office. Tickets may also be purchased at the front gate at a slightly higher fee. The 5 day tickets includes the limited Tuesday concert and go on sale January 16<sup>th</sup>. All other tickets go on sale January 23rd.

**Other Things You Need to Know:** Food, ice and showers are available on site.

**Application Deadline is Wednesday, February 15, 2012**

**Texas Music Festival Office**  
**Phone: (254) 968-8505**  
**Office Hours 10:00 am - 4:00 pm**  
**Monday - Friday**  
**Email: [office@larryjoetaylor.com](mailto:office@larryjoetaylor.com)**  
**[www.larryjoetaylor.com](http://www.larryjoetaylor.com)**

**Vendor Office**  
**JD Promotions**  
**Joe Dye**  
**Phone: (972) 658-6407**  
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