



Dear Friend of the Earth,

We'd like to invite you to be an exhibitor, vendor, or sponsor for the **6th Annual Riverbend Earth Day Festival**. This celebration of nature, wildlife, local business, and sustainable living will be held on **Saturday, April 29, 2017 from Noon to 6 p.m.** The event will continue to be held at the Great Rivers Land Trust's Piasa Harbor property, located on Route 100/Great River Road in Godfrey.

Our goal is to bring the larger community out to Piasa Harbor to enjoy live music, fishing, hiking, hands-on informational booths and workshops, nature related arts and crafts, and lots of tasty food offerings.

We are looking to showcase any nature, conservation or outdoors focused group that would like to share information about their services or provide an educational activity for children or adults. We are also highlighting local eco-artisans at this premier environmental showcase! This event continues to see hundreds of people throughout the day. Last year's event brought an estimated 1500 visitors!

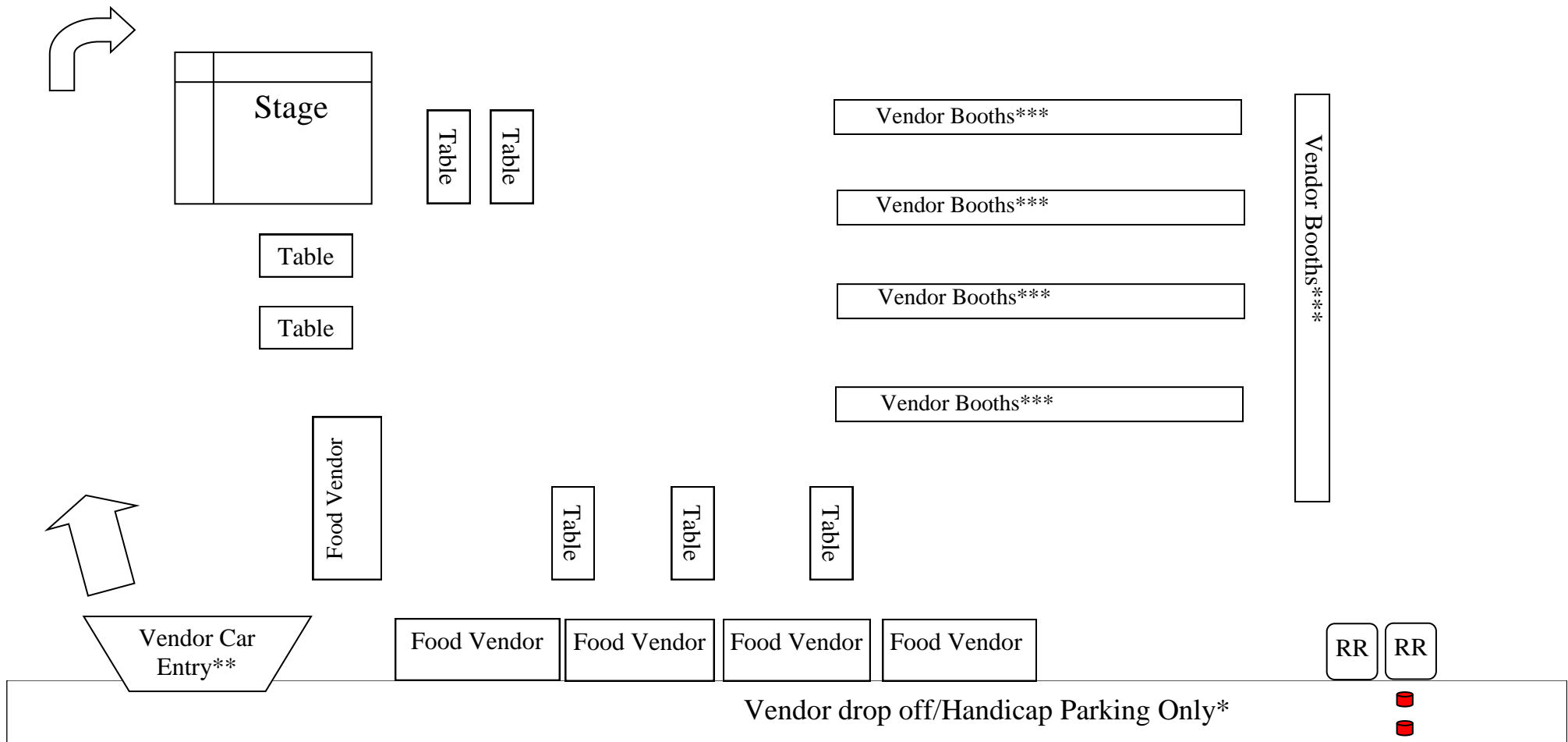
We have improved the experience for our vendors. Enjoy the event with a better layout that will make set up and vendor parking easier, allow no vendors to be pushed at the end of the festival and create a better space for visitors to see what you have to offer! Check out the map attached for more details.

Vendor/Sponsor Levels	Benefits
Earth Steward \$200	<ul style="list-style-type: none">• Specific mentions in print and radio ads• First-tier visibility of business logo on all promotional material• Mentioned on stage during the entertainment• 12' x 12' booth space
Community Steward \$150	<ul style="list-style-type: none">• Second-tier visibility of business logo on all promotional material• Mentioned on stage during the entertainment• 12' x 12' booth space
Event Steward \$100	<ul style="list-style-type: none">• Mentioned on stage during announcements• 12' x 12' booth space
Food Vendor <i>(Preparing food for guests)</i> \$75	<ul style="list-style-type: none">• 12' x 12' booth space to sell or display nature related or sustainable items
For-Profit Business <i>(Including farmers and packaged foods)</i> \$35	<ul style="list-style-type: none">• 12' x 12' booth space to sell or display nature related or sustainable items
Non-Profit /Educational \$10	<ul style="list-style-type: none">• 12' x 12' booth space• You are allowed to sell nature-related items for fundraising purposes• It is greatly appreciated of you to provide an educational activity and/or information

For questions or more information, please contact: Amy Curry at The Nature Institute at acurry@thenatureinstitute.org or (618) 466-9930.

6th Annual Riverbend Earth Day Festival Layout

Map not made to scale. Map is subject to change.



* Vendor Access/Parking Only– Sponsors will have a guaranteed parking nearest the festival grounds. All other vendors will be allowed ONE car near the festival ground on a first come first serve basis. Others will be directed to park at attendance parking. One or more volunteers must be at cones at all times allowing them in and out. This is to avoid traffic jams and accommodate vendors more.

** Vendor Car Entry– Vendors will be able to drive into festival grounds to unload. Cars will only be able to round the back of the stage to get to their booth space, no driving in the center of space.

Cars that need to stay by booths can be allowed with prior approval only; others will come back to road and directed to park on the other side of the festival barricade. Cars that are allowed to park with their table will be given proper passes.

***Vendor Booths- There is one booth area mixing for profit businesses and non-profit educational tables. Space will be updated from last year to ensure every vendor has enough room to set up tents, etc.

Vendors will have assigned booth spots and will be notified where that spot is with a map of the festival layout a few days before the festival.



Registration Form

Go green and register online! Visit www.TheNatureInstitute.org and look for the Earth Day Festival logo. You can also register by completing this registration form and submitting it via mail along with a check payable to:

The Nature Institute
2213 South Levis Lane
Godfrey, IL 62035

Deadline for registration is Friday April 14th, 2017.

Business/Organization Name: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Booth or activity description: _____

Your level of support:

☐ Earth Steward- \$200

☐ Food Vendor- \$75

☐ Community Steward- \$150

☐ For Profit Business- \$35

☐ Event Steward- \$100

☐ Non-Profit/Educational - \$10

Power is only available for tables associated food vendors or event sponsors.

☐ I'm a food vendor or sponsor and I require power

You may set up your booth between 10 a.m. to 11:45 a.m. the day of the event. All booths must be set up by 11:45 a.m. **Access to pull up and unload your car will be lost after 11:30 a.m.** At this point, the road will be blocked off to all traffic except the festival shuttle. Please be sure to bring your own table, tent, chairs, etc.

☐ Please check to show that you have read and will abide by the Green Guidelines for the event

Vendors will be asked to unload and park in the lot away from the festival. If you must need your vehicle near your table, you must get your space approved first. We thank you for your support!



GREEN GUIDELINES

Vendors & artists are strongly encouraged to offer products and services that are in keeping with the spirit of environmental responsibility. Think recycle, reduce, re-use & resource! You may set up your booth between 10 a.m. to 11:45 a.m. the day of the event. Please be sure to bring your own table, tent, chairs and extension cords. Below are details for ideal vendors. If you aren't sure if you fall under the details below, feel free to contact us for confirmation.

For Unique Eco-Friendly Artists:

- Products that are earth-friendly, handmade, and a particularly unique use of a previously unwanted item
- Using your community resources wisely and creatively
- Buy your supplies locally or use your "extras", "scraps", or others' waste to recreate, renew, or redecorate
- Home grown components
- Handmade items should contain less than 50% new plastic

For Unique Eco-Friendly Vendors:

- A product that is biodegradable, organic, locally-made, or uses all-natural ingredients, or up-cycled components, a product or service that results in significant energy savings
- Informational booths relating to water quality issues, native plants & animals, environmental activism, and/or sustainable living. This includes but is not limited to environmental non-profit organizations and for profit businesses that are offering sustainable living information.

Special Note for all participants:

- Please keep paper promotional flyers to a minimum.
- No plastic bags, please! Use newspaper, paper-bags or re-usable bags.
- All tents must be secured with weight stakes
- Please note that this event will be outside. As a result, some of your products or your table could get dirty from the elements. Please prepare your products properly.
- In the event of rain, we will move the festival grounds to inside the building at Piasa Harbor.
- We are planning on having large banners, flags, and signs to increase traffic off of the River Road.
- All participants will be assigned a booth location. A layout map will be prepared and vendors will be notified in advance. This is why the registration deadline is crucial.

For questions or more information, please contact:

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