



Dear Friend of the Earth,

We'd like to invite you to be an exhibitor, vendor, or sponsor for the **7th Annual Riverbend Earth Day Festival**. This celebration of nature, wildlife, local business, and sustainable living will be held on **Saturday, April 14, 2018 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, with our record year's event brought an estimated 1400 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
<b>Earth Steward</b> \$350	<ul style="list-style-type: none"> <li>• Specific mentions in print and radio ads</li> <li>• First-tier visibility of business logo on all promotional material</li> <li>• Mentioned on stage during the entertainment</li> <li>• 12' x 12' booth space</li> </ul>
<b>Community Steward</b> \$250	<ul style="list-style-type: none"> <li>• Second-tier visibility of business logo on all promotional material</li> <li>• Mentioned on stage during the announcements</li> <li>• 12' x 12' booth space</li> </ul>
<b>Event Steward</b> \$150	<ul style="list-style-type: none"> <li>• Mentioned on stage during announcements</li> <li>• 12' x 12' booth space</li> </ul>
<b>Food Vendor</b> <i>(Preparing food for guests)</i> \$75	<ul style="list-style-type: none"> <li>• 12' x 12' booth space to sell</li> <li>• Menu items must be sent to event organizers ahead and all food vendors must obtain proper licensing and follow health procedures.</li> </ul>
<b>For-Profit Business</b> <i>(Including farmers and packaged foods)</i> \$35	<ul style="list-style-type: none"> <li>• 12' x 12' booth space to sell or display handmade, nature-related, sustainable items. Not sure if your product meets our green guidelines? Ask event organizers with the number below.</li> <li>• This space is for local makers and artists looking to share their product with the Riverbend.</li> </ul>
<b>Non-Profit /Educational</b> \$10	<ul style="list-style-type: none"> <li>• 12' x 12' booth space</li> <li>• You are allowed to sell nature-related items for fundraising purposes</li> <li>• It is greatly appreciated of you to provide an educational activity and/or information</li> </ul>

For questions or more information, please contact: Amy Chartrand at The Nature Institute at [achartrand@thenatureinstitute.org](mailto:achartrand@thenatureinstitute.org) or (618) 466-9930.



## **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 what you need for your booth, including your own table, chairs, tent (if needed), etc. 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 Old Bakery Beer Co. in Alton, Ill. If the festival is forced to move due to weather, no refund will be provided (unless otherwise approved).
- 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:**

Amy Chartrand, Director of Outreach for The Nature Institute  
2213 South Levis Lane  
Godfrey, IL 62305  
achartrand@TheNatureInstitute.org  
(618) 466-9930



## Registration Form

**Go green and register online!** Visit [www.TheNatureInstitute.org](http://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, March 30, 2018.**

Business/Organization Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Booth or activity description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### **Your level of support:**

- |   |  |
|---|--|
| <input type="checkbox"/> Earth Steward- \$350     | <input type="checkbox"/> Food Vendor- \$75             |
| <input type="checkbox"/> Community Steward- \$250 | <input type="checkbox"/> For Profit Business- \$35     |
| <input type="checkbox"/> Event Steward- \$150     | <input type="checkbox"/> 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. 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!