

KNOXVILLE OPERA'S

ROSSINI

FESTIVAL



Recognized as one of East Tennessee's most popular events, the largest of its kind in the local area, and the only such free-admission community event presented by an opera company in the U.S.

SATURDAY, APRIL 25, 2015

EXHIBIT SPONSOR GENERAL INFORMATION

This information and the accompanying agreement apply only to Exhibit Sponsors.
Different applications are available for all other vendors.

The 14th Annual Knoxville Opera Rossini Festival International Street Fair has been designated a "legacy event" by Knoxville Mayor Madeline Rogero and serves as a celebration of the performing arts. The public enjoys 11 consecutive hours of live entertainment on five outdoor stages (opera, jazz, ethnic music, gospel, modern and ethnic dance, ballet, vocal and instrumental ensembles) and the YMCA FamilyZone while shopping at exhibits of over 100 prominent Artisans and enjoying the cuisine from a multitude of food vendors. This unique event transforms downtown Gay Street, Market Square, and the adjoining streets into a European-style pedestrian street mall appropriate for the entire family. The Rossini Festival has entertained over 500,000 people from Knox County and the surrounding region in the first 13 years! As the Street Fair is offered free to the community each year it is almost entirely dependent upon sponsor support for its funding.

"The Rossini Festival's culture is extraordinary and serves as a wonderful model for other arts groups throughout the nation to emulate..." –Wayne Brown, *Head of Music and Opera, National Endowment for the Arts*

Exhibit sponsors will receive a 50% discount on tickets to Knoxville Opera's production of Verdi's powerful *Il Trovatore* (presented in Italian with projected English translations) at the magnificent Tennessee Theatre in downtown Knoxville on April 24 and April 26, 2015. See the link below for show date and times. For more information about this production, click here: <http://www.knoxvilleopera.com/schedule/trovatore/>.

The Rossini Festival is growing every year and we hope you will become one of our celebrated Exhibitor Sponsors in 2015. We look forward to including you for this special occasion! For more information about the Street Fair, please visit www.RossiniFestival.org.

KNOXVILLE OPERA'S ROSSINI FESTIVAL INTERNATIONAL STREET FAIR

Saturday, April 25, 2015, 10:00 am to 9:00 pm

EXHIBIT SPONSOR RULES, APPLICATION, AND AGREEMENT – PAGE 1

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1. COMPLETE and RETURN THIS 4-PAGE APPLICATION AGREEMENT VIA EMAIL to: **Knoxville Opera** Michael Torano, (mtorano@KnoxvilleOpera.com), OR VIA MAIL to Knoxville Opera Rossini Festival, 612 E. Depot Avenue, Knoxville, TN 37917. If you have questions about application procedures or the Rossini Festival, please contact Michael Torano at mtorano@KnoxvilleOpera.com or 865-524-0795 ext. 26.
2. The **Exhibit Sponsor Registration Fee** is **\$750**, or **\$500** (based upon location – see page 4 of this agreement for a map of locations) for a 10' x 10' exhibit space if paid application and agreement are **received by March 15, 2015**. If your entry application and/or payment arrive at KO **after March 15, 2015** the Exhibit Sponsor Fee is **\$800** or **\$550** (based upon location - see page 5 of this agreement for a map of locations). Acceptance notifications and setup instruction packets will be mailed on or about April 1, 2015. **Green and Gold block spaces will sell out quickly**. Spaces will be awarded on a first come first served basis. See paragraph 7.
3. Applications that are incomplete may be disqualified at the discretion of Knoxville Opera and will not be returned.
4. Include a short description of the exhibit, display, or promotion with the application. Please write your description only on the lines provided on the application form below. Knoxville Opera reserves the right to remove any exhibition which does not reflect the family-friendly atmosphere, or which KO considers to be in poor taste.
5. **Signage:** Exhibitor Sponsors must provide and display signage in their exhibit spaces stating their name (business and/or organization) and home city and state.
6. **Exhibit Space:** Entire display and setup must fit within the 10' x 10' exhibit space. Tents, tables, chairs, displays, signage, and all other equipment deemed necessary by Exhibit Sponsor are the responsibility of the Exhibit Sponsor. Each exhibitor is responsible for removing their own trash from their space on a continuing basis throughout the day including at final breakdown. No trash is to be left at exhibitor's site. All exhibitors are required to comply with all requirements of the City of Knoxville Special Events in effect at the time of the event.
7. **Space Assignments:** Exhibit Sponsors who have participated previously in the Street Fair will be placed first (in the order of payment received) but without guarantee of specific placement. First-time Exhibitors will be assigned spaces after the returning Exhibitors have been assigned, and in the order of payment received.
8. **Hours of Operation:** Exhibit Sponsors must display or exhibit from **10:00 am - 9:00 pm**
9. **Utilities: Electricity** is available to Exhibit Sponsors free of charge. Electric service will provide 10 amps at 120 volts single-phase (normal household electric service) AND 220 volts. No generators will be permitted. Exhibit Sponsors must provide their own commercial outdoor-rated extension cords (**300 feet**), plug-in strips, and must secure all cords with duct tape, or cord with anti-trip hazard. Water access is NOT available. If needed, Exhibit Sponsors must bring their own water.
10. **Theme:** The event is intended to have the tone of an up-scale European street fair, projecting an image of quality and tastefulness appropriate for the entire family. **Exhibit, display and/or promotion must be appropriate to the family-friendly, upscale quality of the Fair.**
11. **Sales:** Exhibit Sponsor will handle all sales of products and/or services including those by credit cards. KO provides no change service.
12. **Waiting List:** If and when the maximum number of exhibit spaces is filled, a waiting list will be kept and any cancellations will be filled with the next available Exhibit Sponsor or Vendor in the same/similar level.
13. **Set-up and Breakdown:** Exhibitors will be allowed to unload at their designated space on the morning of the Street Fair from **5:30 am to 8:30 am**. No set up is allowed the day before or any earlier than 5:30 am. **All vehicles must be removed** to assigned parking areas **NO LATER than 9:00 am**. For breakdown at 9:00 pm, please be prepared to hand truck all of your property to your car. No vehicles will be allowed on the streets until after all patrons have left and the Knoxville Police open the streets. Early breakdowns are not permitted unless authorized by Don Townsend, Michael Torano, or Brian Salesky at the Street Fair.

KNOXVILLE OPERA’S ROSSINI FESTIVAL INTERNATIONAL STREET FAIR

Saturday, April 25, 2015, 10:00 am to 9:00 pm

EXHIBIT SPONSOR RULES, APPLICATION, AND AGREEMENT – PAGE 2



Instructions: This document is a “fillable” pdf which you are able to print and complete via handwriting or complete with your keyboard and return to Knoxville Opera via email.

If completing by hand, please print out, complete and return with your payment to: Knoxville Opera 612 E. Depot Avenue, Knoxville, TN 37917 Attn: Michael Torano. Acceptance notifications will be sent by March 16, 2015 and setup instruction packets will be mailed to the address on your application on or about April 1, 2015.

If completing online, please type in appropriate boxes and “save” this form to your desktop. Please save your completed form in the following format using “2015 – <your vendor name>.pdf” as the file name (example: 2015 - ABC windchimes.pdf). Then submit an email to mtorano@KnoxvilleOpera.com and attach your completed pdf. You will receive an emailed response shortly following that we have received your application. This will not serve as acceptance of your application but as receipt of your application. Acceptance notifications will be sent by March 16, 2015 and setup instruction packets will be mailed to the address on your application on or about April 1, 2015. *If completing and emailing application, an actual signature is not necessary but all appropriate boxes must be checked.*

Please print legibly OR type, do not alter application. Check all applicable boxes, and fill in all applicable blanks below.

Exhibitor Name: _____

Address: _____

City, State, Zip: _____

Phone: () _____ Mobile Number: () _____

Website Address: _____

Email Address: _____

No. of previous years I have participated at the Rossini Festival Street Fair: _____

I would like _____ discounted tickets to Knoxville Opera’s April 24 April 26 performance of *Il Trovatore*.

What will be displayed, exhibited, sold, and/or promoted?

(optional) Knoxville Opera may endeavor to publicize your participation in the Street Fair. Please write a maximum 25-word description of your business for publicity purposes.

KNOXVILLE OPERA'S ROSSINI FESTIVAL INTERNATIONAL STREET FAIR

Saturday, April 25, 2015, 10:00 am to 9:00 pm

EXHIBIT SPONSOR RULES, APPLICATION, AND AGREEMENT – PAGE 3



Please print legibly OR type, do not alter application. Check all applicable boxes, and fill in all applicable blanks below.

ENCLOSED IS MY PAYMENT to Knoxville Opera for the following items:

Il Trovatore tickets Apr 24 Apr 26 _____ x \$35 (\$67 value) = \$ _____

Exhibit Sponsor Registration Fee*: _____ (10'x 10' Spaces) x \$500, or \$750 = \$ _____
* applications received **by March 15, 2015**

Exhibit Sponsor Registration Fee**: _____ (10'x 10' Spaces) x \$550, or \$800 = \$ _____
** applications received **after March 15, 2015**

Exhibit Sponsor Registration Fee: _____ (other Exhibit Space) = \$ _____
(use below space for short description of space(s))

Rental of 10'x10' Tent(s) without sides: _____ tent(s) x \$125 = \$ _____

Rental of 10'x10' Tent(s) with sides: _____ tent(s) x \$180 = \$ _____

Rental of Table(s): _____ table(s) x \$12 = \$ _____

Rental of Chair(s): _____ chair(s) x \$4 = \$ _____

TOTAL AMOUNT OF MY PAYMENT IS: \$ _____

Enclosed (or attached) are one - 4" x 6" or 5" x 7" (or at least 480 x 640 if submitted electronically) photo of my typical display.

Return this form w/payment to:

KNOXVILLE OPERA, 612 E. Depot Avenue, Knoxville, TN 37917 or mtorano@KnoxvilleOpera.com.

Payment Method (*Payment must accompany this order via credit/debit card, or check. Please check appropriate box(s)*)

I am paying via check (payable to "Knoxville Opera" check # _____) I am paying via credit/debit card

Credit Card (check one): MasterCard Visa American Express Discover

Credit Card #: _____ CCV #* _____ EXP. ____/____

Name on Card: _____ Signature: _____

Card Billing Address: _____ City: _____ State _____ Zip: _____

* American Express – 4 digits listed on front right-hand side of the card. * Discover, MasterCard/VISA - last 3 numbers on the back signature panel.

Please note: Exhibit Sponsors whose display is not accepted by the Rossini Festival Jury will receive a refund of their Exhibit Sponsor Registration Fee minus a \$20 administrative fee.

I agree to the terms, conditions, and payment as set forth in this 4-page "Exhibit Sponsor Rules, Application, and Agreement:"

Signature of Exhibitor or Authorized Representative: _____ Date: _____

Print Name: _____ Title of Representative: _____

AN APPLICATION WILL NOT BE CONSIDERED COMPLETE UNTIL ALL BOOTH AND EQUIPMENT FEES ARE PAID IN FULL AND A FULLY EXECUTED APPLICATION/AGREEMENT IS RECEIVED AND SIGNED BY KNOXVILLE OPERA. A SIGNED COPY OF THE AGREEMENT WILL BE RETURNED TO YOU FOR YOUR FILES. THANK YOU FOR PARTICIPATING IN THE KNOXVILLE OPERA ROSSINI FESTIVAL INTERNATIONAL STREET FAIR

For KO use only:

Approved by Michael Torano, Knoxville Opera: _____ Date: _____