



Dear Friend of the Mississippi Food Vendor,

Alton Marketplace Association and the Sierra Club are seeking food vendors for the **“Mississippi Earthtones Festival”** at Alton’s Riverfront Park’s Amphitheater in Downtown Alton on Saturday, September 17, 2011. This is the 5<sup>th</sup> annual celebration of Illinois Watersheds through education, recreation and conservation. Our goal is to bring the community down to Riverfront Park’s Amphitheatre from 12p-10pm where we will have live folk and bluegrass music, hands-on informational booths on river nature, as well as arts & crafts, local food, river litter clean-ups, and organized bike rides.

We are looking to showcase any local food vendor and have a unique money saving proposition for you this year: **make your booth environmentally friendly and save \$15** on your registration fee. The point is to support the effort to curb harmful effects on the environment through consumer habits, behavior, and lifestyle. You must make a sign that shares information about your environmentally friendly services with the public.

Examples:

- Use compostable plates, cups and utensils instead of plastic and/or buy your vegetables from a local farmers market for your salads or sandwiches.

We will be advertising and generating coverage through the local media, so we expect over 1,000 people to attend the fifth annual Mississippi Earthtones Festival.

Date and Time	Costs	Details
<p><b>Saturday, Sept. 17<sup>th</sup></b></p> <p><b>Set up starts at 10am and must be complete by 12pm</b></p> <p><b>12-4pm mandatory</b></p> <p><b>4-10pm is optional for vendors and does not have an extra fee</b></p>	<p>\$100 regular fee</p> <p>\$85 reduced fee for incorporating an environmentally friendly aspect and posting a sign that explains it. Call if you have questions!</p>	<p>You must bring a K-grade fire extinguisher.</p> <p>Tents must be flame retardant per the Fire Department.</p> <p>Tents will have to be weighted with sandbags: no staking will be allowed.</p>

For more information, please call 618-463-1016 or 618-462-6802.  
**Deadline for sponsorship and booth applications is 09/05/11.**

Thank you very much for your consideration,

Sara McGibany – Executive Director, Alton Marketplace Association  
 Christine Favilla – Three Rivers Project Coordinator, Sierra Club – Piasa Palisades Group

To reserve your space, please send this registration form along with a check payable to:

**Alton Marketplace**  
**(Attn: Mississippi Earthtones Festival)**  
200 W. 3<sup>rd</sup> Street Suite 100  
Alton, IL 62002

**Deadline for applications is 09/05/11**

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

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

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

What will you vend? \_\_\_\_\_

**Fees:**

\$100 Regular Fee

\$85 Reduced Fee for Environmental Aspect Incorporation and Explanation Sign\*

\*What environmental aspect(s) will you be incorporating? \_\_\_\_\_

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

***We recommend making a copy of your completed form for future reference.***



***Alton Marketplace*** is a community based, not-for-profit, volunteer organization dedicated to securing the economic vitality and aesthetic quality of the district.



***The Sierra Club*** is America's oldest, largest and most influential grassroots environmental organization. Inspired by nature, they work together to protect our communities and the planet.

***Mississippi Earthtones Festival/It's Our River Day*** - is held on the third Saturday of every September. Its goal is to boost awareness of rivers by offering hands-on conservation activities as well as lively recreational opportunities. Broad citizen participation is needed to protect this natural resource, and "It's Our River Day" is an important organizing tool for private and public agencies concerned with protecting this asset.