



Dear Friend of the Mississippi,

Alton Marketplace Association and the Sierra Club are seeking exhibitors and vendors for the **“5th Annual Mississippi Earthtones Festival”** at Alton’s Riverfront Park’s Amphitheatre in Downtown Alton on Saturday, September 17, 2011. This is a celebration of Illinois watersheds through education, recreation and conservation. Our goal is to bring the community down to Riverfront Park’s Amphitheatre from 12pm-10pm where we will have live folk, bluegrass, and symphony music, incredible storytellers, hands-on informational booths on river nature, as well as nature arts and crafts, local food, river litter clean-ups, and organized bike rides along the levee and River Road. Note: the thrust for environmental education activities is from 12pm-4pm; beer sales will begin at 4:30pm and end at 10pm when the bands stop.

We are looking to showcase any nature or conservation based group that would like to share information about their services with the public and provide activities to youth. We are also highlighting local artists at this premier environmental showcase! We will be advertising and generating coverage through the local media, so we expect over a thousand people to attend the fifth annual Festival.

Vendor Levels	Sponsorship Benefits	Notes
Mississippi River \$300 and up	<ul style="list-style-type: none"> • Specific mentions in the Telegraph ads and on WBGZ Radio • Listed on Governor Pat Quinn’s “It’s Our River Day” website • First-tier visibility of company logo on brochures, posters, agenda, stage banners, and donor board • Mentioned on stage, during the entertainment • 10’ x 10’ booth space, if desired 	You must bring your own table, tent, chairs, and extension cords. Tents will have to be weighted with sandbags: no staking them, please.
Illinois River \$100-\$299	<ul style="list-style-type: none"> • Second-tier visibility of company logo on brochures, posters, stage banners, agenda, and donor board • Mentioned on stage during the entertainment • 10’ x 10’ booth space, if desired 	You must bring your own table, tent, chairs, and extension cords. Tents will have to be weighted with sandbags: no staking them, please.
Piasa Island \$75-\$99	<ul style="list-style-type: none"> • Third-tier visibility on brochures, stage banners, agenda, and donor board. • 10’ x 10’ booth space, if desired 	You must bring your own table, tent, chairs, and extension cords. Tents will have to be weighted with sandbags: no staking them, please.
For-profit business \$50	<ul style="list-style-type: none"> • 10’ x 10’ booth space to sell or display nature related or sustainable items 	You must bring your own table, tent, chairs, and extension cords. Tents will have to be weighted with sandbags: no staking them, please.
Non-profit/educational \$15	<ul style="list-style-type: none"> • 10’ x 10’ booth space • You must provide an educational activity • You are allowed to sell nature-related items for fundraising purposes 	You must bring your own table, tent, chairs, and extension cords. Tents will have to be weighted with sandbags: no staking them, please.

For more information, please call 618-463-1016 or 618-462-6802.

Deadline for vendor and exhibitor 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

Confirmation Form ~ Mississippi Earthtones Festival 2011

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

Alton Marketplace
(Attn: Mississippi Earthtones Festival)
200 W. Third Street; Suite 100
Alton, IL 62002

Deadline for applications is 09/05/11

Business Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website to link your logo to: _____

Booth description/kids' activity description: _____

Please mark the applicable level:

- | | |
|---|--|
| <input type="checkbox"/> Mississippi River Level \$300 & up | <input type="checkbox"/> For Profit Business \$50 |
| <input type="checkbox"/> Illinois River Level \$100-\$299 | <input type="checkbox"/> Non-Profit/Educational \$15 |
| <input type="checkbox"/> Piasa Island Level \$75-\$99 | |

* Please remit checks to "Alton Marketplace" to the address above.

Please mark which timeframe you will commit to:

- 12-4pm 12-6pm 12-10pm

We require a power source *There is a \$10 electrical outlet surcharge for a 120 volt outlet*

We require a water source

Other: _____

Set up is 10am-11:30am; inspection of booths will occur by 12pm, courtesy of the Alton Fire Dept.

We advertise that kids' activities are 12-4pm; beer sales start at 4:30pm; event & music end at 10pm.

Please check to show that you have read the new Green Rules and Regulations. Thank you!

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.