



IRIS FESTIVAL

April 16, 2011



Join us at the 2011 Porterville Iris Festival

Dear Crafter/Vendor:

The Porterville Chamber of Commerce invites you to participate in our community's **13th Annual Iris Festival... Porterville in Bloom**. The purple iris is the official flower of our city and we are home to the world's largest distributor of re-blooming iris, Sutton's Iris Gardens. The Iris Festival (scheduled for Saturday, April 16th) is a community celebration featuring activities downtown on our beautiful and historic Main Street and at Sutton's. The event will include arts/craft/food/commercial booths, live entertainment, business row, community alley, iris garden tours, special retail promotions, children's activity area, chili cook off and more.

The **Iris Festival** has been an increasingly successful event with an attendance exceeding 27,000 at the 2010 event. The festival is being advertised locally, statewide and regionally through various media and other sources.

Food and craft vendors will all be located on Main Street, which is the main activity area. The 10' X 10' vendor space fee is \$80-\$100 (early registration) for arts/crafts and commercial vendors and \$85-\$105 (early registration) for the food vendor space. There is also a Health Department permit fee of \$53 for food vendors. This one-day festival is from 9 a.m. to 5 p.m. Enclosed, you will find a very detailed Vendor Agreement for your review. If you have any questions after reading the agreement, please feel free to give us a call at (559) 784-7502.

We look forward to your participation in our event.

Sincerely,

A handwritten signature in black ink that reads "Donnette Silva Carter".

Donnette Silva Carter
President/CEO

(Porterville is located in Tulare County, 45 miles north east of Bakersfield and 80 miles south east of Fresno. Our city population is 55,000 and in the greater Porterville area, over 115,000. Restaurant, lodging and recreation guides are available upon request.)

website: irisfestival.porterville.com

email: chamber@porterville.com

Porterville Chamber of Commerce
93 North Main Street, Suite A, Porterville, CA 93257