

Wellborn Community Association, Inc.

(A Non-Profit 501(c)(3) Corporation)

P.O. Box 11

Wellborn, Florida 32094

www.wellborncommunityassociation.com

January 10, 2012

Dear Vendors:

By vendor request we will try **something new for 2012**. Some vendors have requested a modification for Friday to eliminate their Thursday expense for travel and lodging. So, to assist our vendors, we have modified Friday's schedule. You can still set up Thursday, if you choose, or arrive Friday morning and set up until 1:00pm, out by 1:30pm. Vendors cannot set up after 1:30 on Friday - **no exceptions!** We will schedule our Friday events to start at 2:00pm and end by 8:00pm (in lieu of 9:00am to 9:00pm). Saturday remains the same, 7:00am to 5:00pm. **Please, no early departures.** We hope this change helps our vendors. If it doesn't we will try something different in 2013. We're always open for suggestions.

Enclosed please find your application for the 19th Annual Blueberry Festival to be held Friday and Saturday, June 1 & 2, 2012. Please read the entire form, fill in all information requests, and attach your sales tax certificate along with your check. For written confirmation, you must attach a self-addressed, stamped envelope; we will be happy to confirm by e-mail if you furnish us your e-mail address.

The applications are all being mailed out on the same day so that vendors will be treated fairly as to the "first come, first served" rule concerning duplicating vendors. What this means is that we (nor you) want to have five vendors selling kettle corn or cotton candy or hot dogs or jewelry. To do so would dilute your sales and not give the attendees a good selection of products. Food vendors will be restricted to two vendors of the same item; i.e., if we get two applications for selling snow cones, the third application will be notified and put on stand-by. That vendor would also have the option of selling some other product.

I try, if requested, to give vendors the same space year to year. However, there is no guarantee of this. We cannot be responsible for camp sites. We will post campgrounds and a few hotel suggestions on our web site.

Our Fest is a two-day event, so you can plan on selling Friday and Saturday. Sunday will be a rain date. I will be available Thursday afternoon from 2:00 - 6:00 pm, and on Friday morning at 7:00 a.m. to assist you in your space selection.

Thank you all in advance. We expect our 2012 event to be the best Blueberry Festival ever.

Sincerely,



Wendell Snowden, President
386-963-1157

"Home of Florida's Blueberry Festival"