



June 24-25 at Women's Park

Food Vendor Application

Mount Helena Music Festival

Featuring

2 Days

2 Stages

9 Bands

14 Hours of Live Entertainment

Farmers' Market, Kids' Activities

Food, Arts and Crafts, Commercial Booths

Festival Go-ers and More ...

LIVE to PLAY with the BEST @ www.downtownhelena.com



Dear Food Vendor,

The **12th Annual Mount Helena Music Festival** is set for the weekend of **June 24-25, 2011**, in beautiful and historic Downtown Helena. We are looking forward to a great weekend full with hungry festival-goers as they enjoy the traditional Art Mart along with two days of live entertainment. Once again, the festival will feature the finest blues, rock Cajun, jazz and new grass music found in North America. Thus far, over 300 bands from around the world have submitted applications for consideration for this year's line-up. Unfortunately, only nine of them will be selected for the big event.

The Mount Helena Music Festival has been a member of the International Festival Events Association since 1999. We are listed with festivalfinder.com, festivals.com, jambase.com and blues.com as well as linked to a comprehensive advertising campaign that includes local and regional print, TV, and radio promotions targeting the communities of Helena, Great Falls, Missoula, Flathead-Glacier, Bozeman, and the Yellowstone and Jackson Hole markets. Over the past year, the Mount Helena Music Festival has been featured and listed in *Home and Away* (AAA Travel Magazine), *Montana Living* and *Montana Magazine*. Our goal for 2011 is to surpass the 8,000 mark for general attendance, have picture-perfect weather, and to produce the best festival in Montana and have a great time doing it. The expanded advertising and a strong word-of-mouth marketing campaign on behalf of our performers and patrons helps build the enthusiasm and excitement for another great festival.

Hopefully your plans include the Mount Helena Music Festival the weekend of June 24-25. Applications can be downloaded via our website at www.downtownhelena.com. Also, we accept payment via Visa and Mastercard. Space is limited to a specific number of vendors and selections will be based upon first-come, first-serve basis. Our goal is to have a variety of foods available with minimal overlap of similar menus amongst the vendors. We will be sure to identify any duplicate food items. If you have any questions, concerns or suggestions, please feel free to contact us at kbutenko@mt.net or call the Downtown Helena office at (406) 447-1535.

Best wishes from the Downtown Helena staff and the Mount Helena Music Festival. Hope to see you the weekend of June 24-25 for a wonderful weekend of music, arts and crafts, food and fun in beautiful and historic Downtown Helena!

Jim McHugh, Festival Director
jmchugh@mt.net

Kelli Butenko, Communications Coordinator
kbutenko@mt.net

Mount Helena Music Festival

in beautiful Women's Park, Downtown Helena

Food Vendor Information

The **Art Mart** runs jointly with the **12th Annual Mount Helena Music Festival (MHMF)** under the ownership and supervision of Downtown Helena, Inc. Please note the following rules in order to comply with both events. **All applications will be considered on a first come-first pay basis of those submitting a completed application with payment. Please see deadlines listed below.**

Contract Terms and Rules for Food Vendors

- Fee is \$200 per space if received or postmarked by June 10, 2011. \$250 after June 10.
- We are accepting eight to 10 full-service food booths and two to four specialized vendors (i.e. popcorn, ice cream) to be set up in between Hill and Women's Parks on Fuller Avenue during the festival.
- Vendors must complete and sign the enclosed festival application and health permit application.
- The Mount Helena Music Festival Committee and Art Mart Manager reserve the right to assign all spaces and display areas and their decisions remain final. Safety, fire, and traffic flow are key factors in making assignments and for the best of the show.
- Please indicate power requirements and other special needs. Be aware: Power supply is very limited in Downtown Helena, so plan accordingly! Only 110 outlets will be made available.
- Vendors must furnish their own display table and the equipment necessary to set up.
- You may be contacted by the Lewis & Clark County Health Department at (406) 443-2582 regarding any further requirements they might have prior to serving food.
- At the registration table, exhibitors must sign a waiver if keeping tent/canopy/equipment/merchandise up overnight.
- The Art Mart and the Mount Helena Music Festival reserve the right to refuse space to any exhibitor.
- Ice will be available for purchase through the beer and beverage garden. Please pay at the time ice is picked up.

Sidewalk Art Mart Schedule: **June 24-25, 2011**

Registration and Set-Up:	Friday, June 24	7:30 a.m. to noon
Sale Hours:	Friday, June 24	Noon to 8 p.m.
	Saturday, June 25	9 a.m. to 8 p.m.
Farmers' Market Hours:	Saturday, June 25	9 a.m. to 1 p.m.

These hours are the only officially recognized and advertised hours by the MHMF. Vendors must be set up prior to the sale hours. Booths are allowed to stay open later if the exhibitor chooses to do so at their own discretion!

Security

The Mount Helena Music Festival and the Art Mart will provide overnight security for the general area from 11 p.m. to 8 a.m. the evening of Friday, June 24. However, each exhibitor assumes all responsibility for equipment, merchandise and belongings left out overnight. The park area is too large to provide maximum security during the off hours and MHMF cannot be responsible for any loss, theft or damage caused by individual(s), weather or unforeseen circumstances.

Vehicles

NO vehicles will be permitted to enter or drive onto the park lawn. Loading access will be made available on Fuller Avenue from 7 a.m. to noon on Friday, June 24. Each vendor must unload and move their vehicle to insure all exhibitors have the opportunity to unload near the park.

Check-in and Registration will take place under the Arch in Women's Park (corner of Neill and Fuller Avenues) on Friday, June 24, from 7:30 a.m. to noon. Space assignments, parking permits, festival passes and other information will be provided at the registration time only.

The fees and deadlines are as follows:

Early Registration Fee - Received or postmarked by June 10 - \$200

Late Registration Fee - Received or postmarked after June 10 - \$250

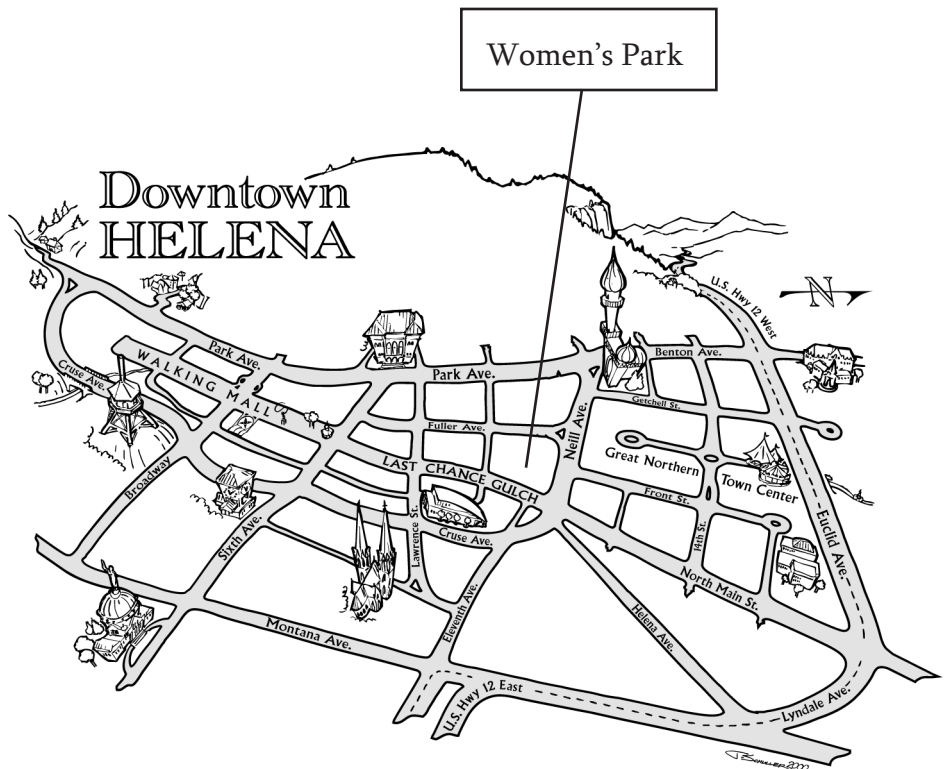
Please make checks payable to and mail to:

MHMF—Downtown Helena, Inc.

225 Cruse Ave., Suite B • Helena, MT 59601

Mount Helena Music Festival Mission Statement
To build the Mount Helena Music Festival into a nationally recognized event that promotes the growth and vitality of the Helena community and the state of Montana by providing a variety of music and arts for the enjoyment and participation of all ages.

MHMF
Downtown Helena, Inc.
225 Cruse Ave., Suite B
Helena, MT 59601
www.downtownhelena.com



- Oversized vehicles can be parked overnight at the Chamber Building parking lot at 6th and Cruse Avenues. No fee is required to park here.
- Please visit our web site at www.downtownhelena.com for information about the weekend's activities.
- Call (406) 447-1535 and we will do our best to answer your questions.