



Dear Eco-Advocates,

It's time to give Central Florida the Earth Day celebration it deserves! On Saturday, April 24, 2010, the 5<sup>th</sup> annual Central Florida Earth Day will take place from 10:00 a.m. to 6:00 p.m., and we invite you to participate! It will happen at beautiful Lake Eola Park in downtown Orlando. The event will be promoted in magazines, newspapers, TV, radio, websites, e-mail groups, social networking sites, and on flyers around town. The Central Florida Earth Day Info Guide will be printed as a pull-out in the middle of the Orlando Sentinel Calendar section on April 16, 2010 and circulated to over 225,000 subscribers. Central Florida Earth Day is organized by Vegetarians of Central Florida, Inc. ([www.VegCF.org](http://www.VegCF.org)), a nonprofit, volunteer-run organization whose goal is to support and encourage vegetarians and vegans in Central Florida.

The event will include healthy living and eco-friendly exhibitors, speakers, and presentations; non-profits; fun and games for kids; dog and cat adoptions; restaurant booths; environmental and humane education, and live music and entertainment. Central Florida Earth Day will draw both committed environmentalists and those who want to learn more about how to protect our health, the planet, and its inhabitants. You can promote your business or group to thousands of people who want to learn more about eco-sustainability and the varied products and services that support an eco-friendly way of life. All money raised will be used for local environmental education and outreach.

The first Central Florida Earth Day took place at Lake Lily in Maitland in 2006, and the next two were held at Dandelion Communita Café. Central Florida Earth Day 2009 at Lake Eola had 300 vendors and an estimated 20,000 attendees. This year we are projecting 350 vendors and 30,000 attendees. Earth Day is back—bigger and better than ever! Vegetarians of Central Florida also organizes Central Florida Veg Fest ([www.CFVegFest.org](http://www.CFVegFest.org)) at Loch Haven Park.

Enclosed is the Central Florida Earth Day 2010 vendor and sponsorship packet. Please fill it out and get it back to us as soon as possible by mail. There are 350 vendor spaces available, and we expect them to fill quickly. Please return your application by February 27, 2010 to ensure a space.

If you would like additional information, please contact me at (321) 331-1859 or e-mail us at [info@CFEarthDay.org](mailto:info@CFEarthDay.org). Also please visit the Central Florida Earth Day website at [www.CFEarthDay.org](http://www.CFEarthDay.org) (continually updated!). We hope that you will join us for Central Florida Earth Day!

Best Regards,

Larry Rumbough, Coordinator  
Central Florida Earth Day

**CENTRAL FLORIDA EARTH DAY ([www.CFEarthDay.org](http://www.CFEarthDay.org))  
Application**

Please check one:

- Earth Sponsor: \$10,000.00
- Jungle Sponsor: \$5,000.00
- Forest Sponsor: \$2,500.00
- Garden Sponsor: \$1,000.00
- Restaurant or Food Vendor: \$400.00
- Vendor (for profit with space for tent): \$350.00
- Vendor (for profit with space for table): \$300.00
- Vendor (each massage table or chair): \$150.00
- Vendor (nonprofit with space for tent): \$100.00
- Vendor (nonprofit with space for table): \$50.00
- Vendor (animal rescue group): free

Available discounts for all applications postmarked by February 27, 2010 (they may be combined in order):

1. 20% reduction for all vendors who participated in Central Florida Earth Day 2009 or Central Florida Veg Fest 2009
2. \$25.00 reduction for any nonprofit vendor who guarantees to provide one volunteer for at least 4 hours on event day (one per group)

Vendor name \_\_\_\_\_

Contact person(s) \_\_\_\_\_

Mailing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_

Describe all items to be exhibited, sold, or given away (see Conditions of Agreement for requirements):

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Please mail this Application, Conditions of Agreement, and a check or money order made payable to Central Florida Earth Day to: Central Florida Earth Day • 12472 Lake Underhill Road, #227 • Orlando, FL 32828 (e-mailed/faxed applications not accepted!)

**CENTRAL FLORIDA EARTH DAY ([www.CFEarthDay.org](http://www.CFEarthDay.org))**  
**Conditions of Agreement**

Please read and initial by each item:

- \_\_\_\_\_ 1. Central Florida Earth Day reserves the right to accept or decline any applications at its discretion.
- \_\_\_\_\_ 2. Each vendor must submit an individual application and payment. Spaces may not be combined.
- \_\_\_\_\_ 3. Setup begins at 7:00 a.m. on Saturday, April 24, 2010. Vendors must be ready for operation by 9:30 a.m.
- \_\_\_\_\_ 4. Vendors must staff their exhibits during the entire event from 10:00 a.m. to 6:00 p.m.
- \_\_\_\_\_ 5. Vendors are responsible for setup and breakdown of their exhibit. Each vendor will provide their own tent (100 sq. ft. maximum) or table (8 ft. maximum) unless other arrangements are made in advance.
- \_\_\_\_\_ 6. All tables must be covered with tablecloths. Vendors must provide their own tablecloths.
- \_\_\_\_\_ 7. Vendors must have signage clearly identifying the name of the vendor. Food vendors must have signage clearly listing food offerings and prices.
- \_\_\_\_\_ 8. Vendors shall exhibit, sell, or give away only merchandise, literature, and services specified in Application.
- \_\_\_\_\_ 9. Vendors shall not sell or give away food or beverages without prior approval.
- \_\_\_\_\_ 10. All food sold or given away must be vegan. Vegan means no animal products: flesh, fat, broth, gelatin, egg, dairy, or honey. All produce must be organic and locally grown. Prepared foods shall be organic and locally grown if at all possible. All food vendors must use recyclable and/or compostable service ware. No Styrofoam will be permitted.
- \_\_\_\_\_ 11. All merchandise sold or given away must be vegan, not tested on animals, and should be as environmentally friendly as possible.
- \_\_\_\_\_ 12. Should any contingency interrupt or prevent the holding of Central Florida Earth Day, including but not limited to inclement weather, war, terrorism, or lockouts, then event coordinators and Central Florida Earth Day shall in no way be liable to vendors. Should any contingency prohibit the event from taking place on April 24, 2010, event coordinators will make their best effort to reschedule the event on a weekend day as near to the original date as possible.
- \_\_\_\_\_ 13. Vendors agree to make no claim for any reason against event coordinators or The City of Orlando for loss, theft, damage, or destruction of goods, nor for injury to themselves, employees, volunteers, or visitors incurred at the event.

I have read Conditions of Agreement and agree fully to all terms.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Date

**CENTRAL FLORIDA EARTH DAY ([www.CFEarthDay.org](http://www.CFEarthDay.org))**  
**Sponsorship Opportunities**

**Earth Sponsor: \$10,000.00**

- **2,000 sq. ft.** exhibit space for tents and/or tables with premium placement
- **1/4 page ad and vendor listing printed in bold** in the Info Guide given to all event attendees and printed in the Orlando Sentinel Calendar section on April 16, 2010
- Banner placement at event in prominent locations
- Website ([www.CFEarthDay.org](http://www.CFEarthDay.org)) listing on **all pages and own dedicated page** (including logo & hyperlink)
- Mention in press releases & announcements as **event** sponsor
- Mention in e-mail newsletter as **event** sponsor
- Feature in promotional campaign as **event** sponsor

**Jungle Sponsor: \$5,000.00**

- **1,000 sq. ft.** exhibit space for tents and/or tables with premium placement
- **1/8 page ad and vendor listing printed in bold** in the Info Guide given to all event attendees and printed in the Orlando Sentinel Calendar section on April 16, 2010
- Banner placement at event in prominent locations
- Website ([www.CFEarthDay.org](http://www.CFEarthDay.org)) listing on **all pages** (including logo & hyperlink)
- Mention in press releases & announcements as sponsor
- Mention in e-mail newsletter as sponsor
- Feature in promotional campaign as sponsor

**Forest Sponsor: \$2,500.00**

- **500 sq. ft.** exhibit space for tents and/or tables with premium placement
- **1/16 page ad and vendor listing printed in bold** in the Info Guide given to all event attendees and printed in the Orlando Sentinel Calendar section on April 16, 2010
- Banner placement at event in prominent locations
- Website ([www.CFEarthDay.org](http://www.CFEarthDay.org)) listing on **Home and Sponsors pages** (including logo & hyperlink)
- Mention in press releases & announcements as sponsor
- Mention in e-mail newsletter as sponsor
- Feature in promotional campaign as sponsor

**Garden Sponsor: \$1,000.00**

- **200 sq. ft.** exhibit space for tents and/or tables with premium placement
- **Vendor listing printed in bold** in the Info Guide given to all event attendees and printed in the Orlando Sentinel Calendar section on April 16, 2010
- Banner placement at event in prominent locations
- Website ([www.CFEarthday.org](http://www.CFEarthday.org)) listing on **Sponsors page** (including logo & hyperlink)
- Mention in press releases & announcements as sponsor
- Mention in e-mail newsletter as sponsor
- Feature in promotional campaign as sponsor

**NOTE:** The Central Florida Earth Day Info Guide will be printed as a pull-out in the middle of the Orlando Sentinel Calendar section on April 16, 2010 and circulated to over 225,000 subscribers. It will also be distributed to event attendees. Every effort will be made to honor ad space for sponsors as long as space is available. Sponsor applications must be postmarked by **March 31, 2010**.