

*Hernando County presents*

# **BLUESA PALOOZA**

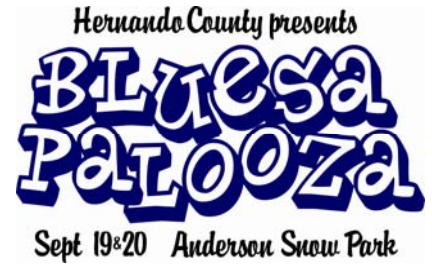
**Sept 19&20 Anderson Snow Park**

Blues, BBQ & more on the Nature Coast  
1360 Anderson Snow Rd, Spring Hill 34609  
Saturday 11a-10p & Sunday 12p-8p

**\$5 per person/per day**  
**VIP Seating is available for an additional charge**  
**Children 12 & under admitted free**

Craft vendors, commercial and non-profit exhibits, food vendors & kids fun zone.  
Artists scheduled to perform include; Shaun Rounds Band, The Whoodoo's featuring Bodie Valdez, Sean Chambers Band, Josh Lamkin & Automatic Heat, Sarasota Slim with Nitro & Blind Pig National recording artist Damon Fowler. Schedule subject to change.

**For information, please contact**  
**Hernando County Parks & Recreation Department**  
**205 E Ft Dade Ave, Brooksville FL 34601**  
**352-754-4031, fax 352-754-4415**  
**[www.hernandocounty.us](http://www.hernandocounty.us)**



July 29, 2009

Dear Community Member:

The Hernando County Parks & Recreation would like to invite you to sponsor our new music festival, Bluesapalooza to be held on September 19<sup>th</sup> and 20<sup>th</sup> at Anderson Snow Park, 1360 Anderson Snow Rd, Spring Hill, FL 34609. Join us for a fun filled two days of Blues Rock from some of Central Florida's best Blues artists, along with a kid's interactive area, fabulous food, crafters, commercial vendors and non profit exhibits.

**Sponsorship Deadline:**

September 4<sup>th</sup> - August 21<sup>st</sup> for best publicity through all media outlets.

**Let Hernando County Parks & Recreation advertise your company for you!**

*Please see the following sponsorship levels to see what we can do for you!*

**Mailing Address:** Hernando County Parks & Recreation Dept  
Attn: **Bluesapalooza**  
205 East Fort Dade Ave  
Brooksville, FL 34601

**Sponsor Info:** Name of Business: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
Daytime Ph: \_\_\_\_\_ Alt Ph: \_\_\_\_\_

Name to be used on Advertising/Banners if different than above \_\_\_\_\_

Electronic logos may be sent to [christiew@hernandocounty.us](mailto:christiew@hernandocounty.us)

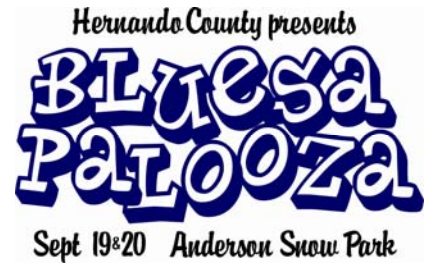
Hernando County's tax identification number 591155275. Should you have any questions regarding this request please do not hesitate to call (352) 754-4031. Thank you for your sponsorship consideration.

Sincerely,

Ruby Turner  
Recreation Specialist/Marketing  
[rturner@hernandocounty.us](mailto:rturner@hernandocounty.us)

**The Big Palooza.....\$1,500 Main Stage/Event Sponsor**

- Paid advertisements in local newspapers
- Distribution of more than 20,000 flyers to local schools and business
- Event Poster distribution in Citrus, Pasco and Hernando County
- Plugs on local radio including WWJB to promote event
- Listed on County Website
- Business name on Event program & Sponsor board
- Advertised on County Government Broadcast
- Hourly announcement on Stage
- VIP access including 8 VIP reserved seats, parking passes, access to hospitality tent, artist meet & greet and complimentary BBQ dinner plate for (8) ticket holders
- Free Booth Space 10' x 10' area (sponsor provides own tent and table)
- Hanging sponsor banner on stage (sponsor provides banner to be displayed)



**Down Home Hernando.....\$1,000 Hospitality Tent Sponsor**

- Paid advertisements in local newspapers
- Distribution of more than 20,000 flyers to local schools and business
- Event Poster distribution in Citrus, Pasco and Hernando County
- Plugs on local radio including WWJB to promote event
- Listed on County Website
- Business name on Event program & Sponsor board
- Advertised on County Government Broadcast
- Hourly announcement on Stage
- VIP access including 4 VIP reserved seats, parking passes, access to hospitality tent, artist meet & greet and complimentary BBQ dinner plate for (4) ticket holders
- Free Booth Space 10' x 10' area (sponsor provides own tent and table)
- Hanging sponsor banner on tent (sponsor provides banner to be displayed)

**Boogie Woogie Blues.....\$500 Sponsor**

- Paid advertisements in local newspapers
- Distribution of more than 20,000 flyers to local schools and business
- Listed on County Website
- Business name on Sponsor board
- Advertised on County Government Broadcast
- Access to Hospitality Tent for 4, including gate admission and parking passes
- Free Booth Space 10' x 10' area (sponsor provides own tent and table)
- Display of sponsor banner at event (sponsor provides banner to be displayed)

**Rhythm & Blues.....\$250.00 Sponsor**

- Paid advertisements in local newspapers
- Distribution of more than 20,000 flyers to local schools and business
- Listed on County Website
- Business name on Sponsor board
- Advertised on County Government Broadcast
- Access to Hospitality Tent for 2, including gate admission and parking passes
- Free Booth Space 10' x 10' area (sponsor provides own tent and table)
- Display of sponsor banner at event (sponsor provides banner to be displayed)



## HERNANDO COUNTY PARKS & RECREATION

# Bluesapalooza

### ENTRY INFORMATION

- DATE:** Saturday, September 19, 2009 & Sunday, September 20, 2009  
Saturday 11:00 am – 10:00 pm  
Sunday 12:00 pm - 8:00 pm  
1:00 pm – 5:00 pm [Friday setup]  
8:00 am – 10:00 am [Saturday setup]
- PLACE:** Anderson Snow Park, 1360 Anderson Snow Blvd, Spring Hill FL 34609
- ENTRY DEADLINE:** Friday, September 4, 2009
- REGISTRATION FEE:** \$75.00 + tax = \$79.88 for Craft and Commercial Vendors \$100 + tax = \$106.  
\$200.00 + tax=\$213.00 + \$15.00 electric= \$228.00 for Food Vendors  
(If electricity is needed for craft vendors please check availability, \$15.00 - no sales tax)
- LATE ENTRY FEE:** Additional \$10.00 if past deadline date.
- EXHIBIT AREA SIZE:** 10' X 10' in the park, includes all Crafters and Commercial spaces.  
10' X 20' - Food Vendor Spaces  
*\*Hernando County does not provide tents, tables, chairs, electric cords or lighting.  
Vendors are responsible for all set up and tear down of the assigned area as well as,  
making sure the area is kept free of litter.*
- MAILING ADDRESS:** **Bluesapalooza** – HCRD  
205 E Ft Dade Ave  
Brooksville, FL 34601
- ELECTRONIC:** [rturner@hernandocounty.us](mailto:rturner@hernandocounty.us) or [christiew@hernandocounty.us](mailto:christiew@hernandocounty.us)

All participants are to remain onsite during the scheduled event time frame and must return the attached information sheet, the appropriate registration fee and a picture(s) representing the items you will be displaying, by Friday September 4, 2009. All vendors are responsible for collecting and reporting sales tax to the State. Vendors will be provided two (2) gate passes and two (2) parking passes for the event. Additional passes may be purchased for \$5 each. All forms, fees, pictures and copies of insurance are to be returned to the Hernando County Parks & Recreation located at 205 E Ft Dade Ave in Brooksville, faxed, emailed or mailed to the address listed.

Payments are made payable to the Hernando County Recreation Dept. (HCRD)

REMINDER: FIRST COME - FIRST SERVE! So, reserve early!!!

**If you need additional information call  
(352)754-4031 or fax us at (352)754-4415  
[www.hernandocounty.us/parks\\_rec/](http://www.hernandocounty.us/parks_rec/)**

# Bluesapalooza

## VENDOR INFORMATION ENTRY FORM

NAME: \_\_\_\_\_

PHONE (Day): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE (CELL): \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMERGENCY#: \_\_\_\_\_

DATE: \_\_\_\_\_ FEES ENCLOSED: \$ \_\_\_\_\_

CHECK# \_\_\_\_\_ \$ \_\_\_\_\_

DRIVERS LICENSE #: \_\_\_\_\_

LICENSE PLATE NUMBER: \_\_\_\_\_

VEHICLE DESCRIPTION: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_ FAX NUMBER: \_\_\_\_\_

If you have any special needs related to a physical disability please provide information on the type of assistance needed. \_\_\_\_\_

**VENDOR TYPE:** (Please check one)  Art/Craft  Food  Commercial  Sponsor  Informational Non-Profit

If applicable, what space did you occupy previously during this event? \_\_\_\_\_ n/a \_\_\_\_\_

How many spaces are you requesting? \_\_\_\_\_ **Set up day**  FRI or  SAT (please check one)

**Please check/ complete all that apply to your particular set-up:**

Tent Size: \_\_\_\_\_ Free Standing: Y or N If stakes are required, how long? \_\_\_\_\_

Tables Size: \_\_\_\_\_ How Many? \_\_\_\_\_

Free standing display racks Size: \_\_\_\_\_ How Many? \_\_\_\_\_

Electric **If yes to Electric, please answer the following questions:** Food Vendors must have electric!

Two 110 plug ins provided, any extra outlets \$15 extra. How many sockets are required? \_\_\_\_\_  110

or  Special request for 220  Generator  Other, please describe: \_\_\_\_\_

Describe the Arts, Craft and/or Food that you will be selling and/ or displaying: \_\_\_\_\_

What is the price range of the items you will be selling? \_\_\_\_\_

**Food Vendors Only: Size of trailer and/or set-up:** \_\_\_\_\_

*IMPORTANT...HERNANDO COUNTY IS THE SOLE SUPPLIER OF BEVERAGES AT THE EVENT. NO VENDOR MAY SELL OR GIVE AWAY ANY BEVERAGE WITH OR WITHOUT FOOD PURCHASES. BEVERAGE VENDORS MUST LIST SPECIFIC ITEMS TO BE SOLD. NO VENDOR MAY SELL WATER OR SOFT DRINKS.*

**How did you hear about this event?**

Website  Facebook  MySpace  Twitter

Flyer  Newspaper, Which One? \_\_\_\_\_

Where the Shows Are  Banner or Sign, Where? \_\_\_\_\_

Other Vendor(s)  Other, please describe: \_\_\_\_\_

**RAIN OR SHINE EVENT. SORRY NO REFUNDS!**

**MEDICAL RELEASE & WAIVER FOR PARTICIPATION**

Must be completed by all applicants and notarized before submitting your application to the department.

In consideration of your accepting my entry, I authorize the Hernando County Parks & Recreation Representative, in the exercise of his/her judgment as to necessity, to obtain medical treatment in the event of injury or illness, and the undersigned agrees to pay any expenses incurred for this treatment. Also, in consideration of my participation in Hernando County's Bluesapalooza, I, (Print Name), \_\_\_\_\_, for myself, my heirs and assigns, hereby release Hernando County, its agents, representatives and employees, from any claims, demands and causes of action arising from my participation in the event. I understand that this waiver includes any claims based on negligence, action or inaction of Hernando County, its agents, representatives, volunteers or employees.

I, the undersigned, have read this release and understand all its terms. I execute it voluntarily and with full knowledge of its significance.

\_\_\_\_\_  
Signature of Participant

\_\_\_\_\_  
Date

Sworn to me and subscribed this \_\_\_\_\_ day of \_\_\_\_\_, 2009,  
in the county of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
NOTARY PUBLIC SIGNATURE

\_\_\_\_\_ Personally known to me, or  
\_\_\_\_\_ Produced Identification  
\_\_\_\_\_ Type of Identification

STAMP HERE

-----For Office Use only. Please Do Not write below this line.-----

FRI SAT SPACE ASSIGNED \_\_\_\_\_ SPECIAL INSTRUCTIONS \_\_\_\_\_