



March 1, 2011

Dear Participants:

We want to tell you how delighted we are to have you as a participant in Esperanza Bonanza 2011. This is our 19th year to stage this event, and its success is due to hardworking participants such as you.

Enclosed is a form for you to fill out and return as soon as possible. Please include your \$85.00 check made payable to Esperanza Bonanza 2011 for the 10ft. x 10ft. area so we can reserve your spot. I will be mailing you your two parking passes and two wristbands.

We've always learned something from the previous Esperanza Bonanza events, and we have several matters where we need your cooperation. Please review the enclosed information sheet, and let me know if you have any questions about the event.

Thank you for your support and interest in Esperanza Bonanza 2011. We look forward to seeing you May 4th to May 7^h.

Sincerely,

Joanie Taylor
Chair of the Non-Food Venders

Enclosures

**Esperanza Bonanza 2011
Registration Form
Non-Food Venders**

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Electricity Needed: Yes No

I would like to reserve _____ 10ft. by 10ft. space(s) at the Esperanza Bonanza 2010 event on May 4th through May 7^h.

Please enclose \$85.00 made payable to Esperanza Bonanza 2011 and return by April 15, 2011 to:

Joanie Taylor
1280 Fite Rd.
Memphis, TN 38127

E-Mail: jblindley@bellsouth.net
Phone: 901-484-7752

Esperanza Bonanza 2011 Information Sheet

Set-up and Take-down Times - Due to the safety of our event-goers, vehicles will be allowed on the roads inside the festival gate to set-up and take-down booth areas only at designated times. **Please keep in mind that we cannot guarantee the safety of any articles left in your booth area at any time during the 4-day event.** Set-up and take-down schedule below:

- Wednesday Set-up by 3:00p.m.
- Thursday Set-up by 5:00 p.m.
Take-down begins at 10:00 p.m.
- Friday Set-up by 12:00 p.m.
Take-down begins at 11:00 p.m.
- Saturday Set-up by 8:00 a.m.
Take-down begins at 11:00 p.m.

Parking: Limited-Parking passes (2 per team) will be available for the adjoining parking lot south of the festival grounds. If a vehicle does not display an official parking pass, **it will be towed at the owner's expense.** General parking will be on the Marion School parking lots with free shuttle service provided.

Electricity Availability: While electricity will be limited, we will be able to accommodate some booths that need it. You will need to bring an extension cord and will only have access to 110 voltage. **Please let us know when you return your enclosed form of your electrical needs.**

Underage Drinking: Regardless of laws governing drinking, underage drinking **is not** allowed anywhere on the Esperanza grounds. This subject has earned us some criticism in recent years. We must and will adhere to the following policy:

Alcoholic consumption by minors (under 21 years) of any means will not be tolerated at the Esperanza Bonanza Festival. This includes the grounds of the event as well as the designated parking areas. Anyone violating this policy or allowing a minor to consume alcoholic beverages will be asked to leave immediately with no refund of fees. Additionally, they will be reported to law enforcement officials.

Trash and Cleanup: We have developed a procedure to collect the trash during the festival. Please see enclosed schedule. When you leave the grounds on Saturday or Sunday, please leave the area much like you found it when you arrived. Please take all items with you.

No Glass Containers: Please use paper or plastic containers to avoid the danger of injury from broken glass.

Festival Equipment: Please do not touch festival equipment or electrical facilities. If you have a need to deal with electrical or water, please see a festival official.

Pets: While we "love" them" like you do, there are others who don't. Please leave them at home where they will be more comfortable.

We believe these rules are for the general good of our visitors and participants. Cooperation and awareness will go a long way in making Esperanza Bonanza 2011 the delightful, crowd-pleasing event as it has been in the past.

Thank you.

Joanie Taylor

BONANZA