



Dear Earth Day Invitee:

Spring is around the corner, and the Wilmington Earth Day Alliance is getting organized for our favorite springtime activity- the Wilmington Earth Day Festival!

The Earth Day Festival is a great time to meet people from other organizations, sell your products, get out your message, and recruit members, volunteers, and interested people. To make sure that the event is as interesting, entertaining, educational, and enjoyable as possible we would like to invite YOU to be at Earth Day 2022!

The festivities will once again be held at Long Leaf Park on Saturday, April 23rd from 12:00-6:00 p.m. As an Exhibitor, you will be provided an 8' x 6' space under one of the Main Exhibitor Tents. A table and chair will be provided and, to facilitate connections between the roughly 5,000 participants and your organization or business, we expect you to attend your exhibit the entire length of the festival.

What do I need to do to be an exhibitor or vendor?

As a Wilmington Earth Day participant, you will be given an opportunity to showcase your organization and advocate for whatever causes your organization focuses on. We also provide an opportunity for local businesses, organizations, and area crafts people to share their renewable, sustainable, or environmentally friendly products for purchase.

All applicants must complete **Form A**. If you would like to sell items, there is a separate form, **Form B**, for you to explain how your company/organization would fit into the festival and what types of products you plan to sell. **All exhibitors (non-profits, governmental agencies, and for-profits) must complete Form B if they would like to sell products. Products must be approved in advance by the Earth Day Alliance.**

All exhibitors must be approved by the Earth Day Alliance. You will be notified of approval via email within two weeks of submitting the registration forms. **Deadline** for receipt of registration forms is **5:00 p.m. on March 23, 2022**. Completed forms should be emailed to wilmingtonearthday@gmail.com. Fees (see below) are due within one week after being notified that the application has been approved by the EDA. At that time, you will be emailed an invoice and must pay via credit card through the linked PayPal account.

We encourage all exhibitors to have an environmental standpoint, and that your display be as educational and interactive as possible. This makes it more fun for the people who visit your booth, as well as for you! This year's theme is "**Love Your Mother.**" The theme was selected to get people thinking about the way the Earth nurtures our lives and for them to consider their own relationship with the Earth. Exhibitors should work to incorporate the theme into their booths, whether it's showing ways your organization is directly connected to our planet, ways individuals can get involved with your organization, and/or things they can do to help reconnect with the natural world.

What does it cost?

If you are a **non-profit or a government agency**, there is a \$40 fee to have a space (table and chair included) under the main Exhibitor Tent.

If you are a **for-profit business**, and do not wish to sell any products, the fee to be an exhibitor is \$75. If you are a for-profit business and would like to sell products, the fee is \$150. Please note this is a significant reduction from previous years, as we want to encourage more exhibitors to sell their products. For-profit businesses will be provided with a table/chair under the main Exhibitor tent. All fees can be paid with credit card (via PayPal).

	Cost for Non-profits/ Governmental Agencies	Cost for For-profits
Exhibitor	\$40	\$75
Exhibitor Selling Products	\$40	\$150

How else can I get involved?

We are always looking for **sponsors** for Earth Day. If you know anyone who might be interested, please send their contact information to the Earth Day Alliance, or feel free to pass along my contact information, located at the bottom of this document, to potential sponsors. Sponsorships range from \$250 to \$2000 or more. If you'd like more details on Sponsorship, send us an email. Sponsoring the festival is a great opportunity for businesses to gain green exposure and continue positive involvement with our community.

Each year we hold a raffle as a fundraising mechanism, of which the grand prize is a Hurricane Kayak. We also like to raffle off as many prizes as possible, so if you feel like you want to be a part of Earth Day but are not able to be a sponsor or an exhibitor, please consider donating an item that can be added to the raffle. Contact wilmingtonearthday@gmail.com for more information.

We are working hard to make each Earth Day Festival better than the last and we look forward to you being a part of it!

Sincerely,

The Earth Day Alliance Team

www.wilmingtonearthday.com