

# VIRGINIA STATE UNIVERSITY HOMECOMING

Friday, October 7, 2022 and Saturday, October 8, 2022

July 27, 2022

Dear Prospective Vendor:

On Saturday, October 8, 2022, the mighty Trojans of Virginia State University (VSU) will host the Bowie State University (BSU) Bulldogs at Rogers Stadium located in Petersburg Virginia for the VSU Homecoming Game. As one of the scheduled events, VSU will host its annual Vendors' Bazaar starting on Friday, October 7th, 2022, from 12:00 P.M. until 6:00 P.M. and Saturday, October 8th, 2022, from 9:00 A.M. to 7:30 P.M. We invite you to participate in one of the largest events in the Tri-Cities yielding over 30,000 attendees over the course of two days.

Vending will occur on the band's practice field, located next to Daniel Gymnasium (see attached map), and space is assigned based on the order applications are received (submit your application early). Adhering to your assigned location is required. Vendors will be allowed to set up during the said hours below.

Food vendors must complete a Temporary Food Event Permit given by the Chesterfield Environmental Health Office and pay an additional \$40 to Chesterfield County. Food vendors may contact Ms. Arlene Greene-Isaac, Environmental Health Specialist 200 Highland Ave, Colonial Heights VA 23834. Ms. Greene-Isaac can be reached by phone at 804-751-4128 or by email at [arlene.greene-isaac@vdh.virginia.gov](mailto:arlene.greene-isaac@vdh.virginia.gov). The vendor application, the appropriate vendor fee and if applicable, a copy of the Temporary Food Permit are due by 5:00 p.m. Friday September 23, 2022.

**No vendor applications/fees will be accepted after this date.**

All confirmed vendors will receive a parking pass to display in their vehicle (2 vehicle limit) and their assigned space.

Documents	Final Due Date	Send To
<input type="checkbox"/> Completed Application <input type="checkbox"/> Copy of Food Permit (if applicable)	September 23, 2022	PO Box 9706 Virginia State University Petersburg VA 23806 or email to <a href="mailto:jfleeton@vsu.edu">jfleeton@vsu.edu</a>
<input type="checkbox"/> Vendor Fee		Cashiers Office PO Box 9125 Petersburg, VA 23806 or pay by phone 804-524-5150
<b>Set Up Times</b>		
Friday    October 7, 2022    9:00 AM – 11:45 AM		
Saturday    October 8, 2022    7:00 AM – 8:45 AM		

Sincerely,

*Jeffery Fleeton*

Homecoming Vendors' Bazaar Chair  
804-524-5546

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## VENDORS' BAZAAR APPLICATION

(Please Print Legibly)

Business Name: \_\_\_\_\_

Contact Person/Owner's Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone Numbers (include area codes): \_\_\_\_\_  
(Cell) (Business)

Email Address: \_\_\_\_\_ Website Address (if applicable): \_\_\_\_\_

*Detailed Description of Items You Plan To Sell*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Fee Structure

Food Vendor Fee:	\$550 (Friday)	<input type="checkbox"/>	\$650 (Saturday)	<input type="checkbox"/>	\$900 (Both Days)
Merchandise Vendor Fee:	\$550 (Friday)	<input type="checkbox"/>	\$650 (Saturday)	<input type="checkbox"/>	\$900 (Both Days)
Non-Profit Fee:	\$100 (Friday)	<input type="checkbox"/>	\$150 (Saturday)	<input type="checkbox"/>	\$200 (Both Days)

By submitting this application and all required vendors fees, I acknowledge that I have read and agree to all rules and regulations governing the Virginia State University Vendors' Bazaar. See attached pages for rules and regulations.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

**\*\*NO PERSONAL CHECKS OR CASH WILL BE ACCEPTED\*\***

FOR OFFICE USE ONLY

Date Received: \_\_\_\_\_

\_\_\_\_\_ Cashier's / Certified Check    \_\_\_\_\_ Money Order    \_\_\_\_\_ Credit Card (Cashiers Office Only)

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## VENDORS' BAZAAR RULES AND REGULATIONS

1. All vendors are subject to close inspection by the Virginia State University Department of Police and Public Safety.
2. Virginia State University reserves the right to deny a vendor's application
3. Authorized vending is to take place on the Band Field ONLY. Vending outside of this area is prohibited.
4. The sale of Virginia State University paraphernalia is prohibited *unless* you obtain a license. For further information concerning licensing policies, contact the VSU Purchasing Office at 804-524-5115. *Any paraphernalia that is not properly licensed will be confiscated.*
5. The University WILL NOT provide tables, chairs, or electrical outlets.
6. Vendors are prohibited from playing loud and/or obscene music. Noncompliance may cause dismissal.
7. Food vendors are required to complete a temporary food event permit and adhere to all rules and regulations governing food preparation.
8. Any damage to existing utilities, equipment, grounds equipment and/or finished surfaces resulting from the performance of this agreement shall be repaired to the Commonwealth's satisfaction at the contractor's expense.
9. Vendors must bring their own large non-combustible trash cans for all cooking areas.
10. Dumpsters will be provided by the University and will be placed in designated areas for your use.
11. Vendors should park loading vehicles only in lot 26 and smaller vehicles in lot 25 reserved for vendors.
12. All vendor fees are due no later than September 23rd, 2022. Vendors may pay via mail with a cashier's check, money order, or by calling 804-524-5150 to pay by credit card (MasterCard, Visa or American Express).
13. Food vendors must have fire-extinguishing equipment and be familiar with fire security procedures.
14. Precautions must be taken for the storage and use of flammable materials; using surge protectors, electrical circuits and appliances; and ensuring passageways near and around concession areas remain open and uncluttered at all times.
15. No refunds are granted, unless the event is cancelled.
16. Rain or Shine. The bazaar will take place unless there is severe lightning or conditions out of the event staff's control. Tents meet Virginia Construction Code (See attached)

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17. Tents will not be in excess of a twenty-foot front. Vending outside of this area is prohibited. Respect for other vendors area is utmost.
18. The Virginia State University trademark licensing program gives the University control over its logos and marks, thus ensuring the quality and consistency of all uses and merchandise. Anyone wishing to use the University seal and logos of VSU must obtain a license. A **Single School Retail license** permits vendors to sell to retailers or directly to consumers any Virginia State University merchandise. Only licensed vendors are permitted to sell VSU merchandise at VSU events. Please [CLICK HERE FOR LICENSING INFORMATION](#).

**I hereby acknowledge that I have read this application, the attached Policies and Procedures, and as proof by signature, I agree to its terms. If I do not abide by the policies and procedures outlined in this application, I understand that I may be asked to leave the VSU Homecoming Bazaar by staff.**

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*Signature*

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*Date*

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# VIRGINIA CONSTRUCTION CODE

3103.9 Anchorage required. Tents or membrane structures and their appurtenances shall be adequately roped, braced and anchored to withstand the elements of weather and prevent against collapsing. Documentation of structural stability shall be furnished to the fire code official upon request.

3104.3 Label. Membrane structures or tents shall have a permanently affixed label bearing the identification of size and fabric or material type.

3104.4 Certification. An affidavit or affirmation shall be submitted to the fire code official and a copy retained on premises on which the tent or air-supported structure is located. The affidavit shall attest to the following information relative to the flame propagation performance of the fabric.

1. Names and addresses of the owners of the tent or air-supported structure
2. Date the fabric was last treated with flame-retardant solution.
3. Trade name or kind of chemical used.
4. Name of person or firm treating the material.
5. Name of testing agency and test standard by which the fabric was tested.
6. Tents **MUST HAVE** label claiming they fire-retardant.

3104.7 Open or exposed flame. Open flame or other devices emitting flame, fire or heat or any flammable or combustible liquids, gas, charcoal or other cooking device or any other unapproved devices shall not be permitted inside or located within 20 feet of the tent or membrane structures while open to the public **unless approve by the fire code official.**

904.11.5 Portable fire extinguishers for commercial cooking equipment. Portable fire extinguishers shall be provided within a 30-foot travel distance of commercial-type cooking equipment. Cooking equipment involving vegetable or animal oils and fats shall be protected by a Class K rated portable extinguisher.

**All codes are from the 2018 Statewide Fire Prevention Code. The Safety Office can be reached at (804) 524 5612 for questions concerning the codes.**

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## GAME DAY PARKING & ACCESS

- \$ - parking checkpoint (\$5 fee to park on campus)
- Red line - closed road or gate
- Green line - restricted access
- Yellow line - tailgating
- Light blue line - limited restricted parking until 11a
- Purple line - parking
- Orange line - satellite parking (Ettrick Elementary)

## SATELLITE PARKING

### Ettrick Elementary School Parking Lot

#### From I-95

Follow I-95 South to Petersburg. Take Temple Avenue exit (54). Turn left at Temple Avenue and continue to second traffic light (Boulevard). Turn left at Boulevard and continue to fourth traffic light (Dupuy Road). Turn right at Dupuy Road which changes to River Road. The campus will be on your left. Continue on River Road until you come to a traffic light. Make a left at the traffic light. Ettrick Elementary School will be on your right. Make a right on Paine Street and the parking lot will be on your right, behind the school.

#### From Petersburg/N. Sycamore Street

Follow Sycamore Street, northbound, and continue to end of street (Old Street). Turn left at Old Street (changes to Grove Avenue) and continue on Grove Avenue to Fleet Street. Turn right at Fleet Street and cross Appomattox River Bridge. VSU will be on your right. Continue (on Chesterfield Avenue) and make a left turn on Paine Street, which is beside Ettrick Elementary School. The parking lot will be on your right, behind the school.

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## ***STRATEGIC MARKETING AFFILIATES***

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# OFFICIAL NOTICE

## **Subject: Enforcement of the Marks of Virginia State University**



Strategic Marketing Affiliates is the licensing representative for Virginia State University. As the licensing representative for VSU, SMA is responsible for ensuring that only officially licensed merchandise is sold in the marketplace. We have established a licensing program to control the use of the names, abbreviations, logos, mascots, slogans and other proprietary rights associated with Virginia State (the "Marks").

All products and designs referring to Virginia State University and bearing the protected Marks must be approved and must contain the manufacturer's name and the "Officially Licensed Collegiate Product" (OLCP) label.

Unauthorized use of the Marks is trademark infringement. Any production or sale of unauthorized products is a violation of the Federal Lanham Trademark Act of 1946, the Federal Trademark Counterfeiting Act of 1984, the Anticounterfeiting Consumer Protection Act of 1996, the Federal Trademark Dilution Act of 1995, and state infringement and unfair competition laws, among others. Said violations subject one to liability for damages, injunctive relief, attorney's fees and other penalties, civil and criminal. Infringing merchandise is subject to seizure.

Product offered for sale that does not display the "Officially Licensed Collegiate Product" label will be subject to seizure as unlicensed products. Strategic Marketing Affiliates, Virginia State University, and law enforcement are dedicated to utilizing all legal avenues to protect the Marks.

Should any person or entity disregard the foregoing and engage in the distribution or sale of unauthorized products, we will hold them responsible for such actions to the fullest extent provided by law.

The foregoing is without prejudice to the rights of Strategic Marketing Affiliates and Virginia State University.

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