



National Cherry Festival



Presented by



250 East Front Street
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P 231-947-4230
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info@cherryfestival.org
www.cherryfestival.org

*Generations
of Fun!*

May 3, 2011

DTE Energy®



Greetings

The 2011 National Cherry Festival is right around the corner! New activities will join popular returning events to provide tens of thousands of visitors to our area with the opportunity to excite their senses, enjoy our beautiful region, have fun, and help us honor our favorite fruit, the cherry.

A highlight of Festival Week will be the 4th **DTE Energy Green Day**, being held on Friday, July 8th from 10:00 a.m. to 4:00 p.m. in the Open Space. 2010 provided a record number of vendors with a strong public attendance. Co-Event Directors are Bob Osterhout (Manager) and Kim Elliott (Marketing/Education) from the Grand Traverse County Resource Recovery Department (RecycleSmart). This year we welcome to our planning team Elizabeth Sullivan, National Cherry Festival Operations and Volunteer Intern.

Focusing on educational, interactive and participatory activities, we want visitors to learn about Renewable Energy products, Energy Efficiency & Sustainable Living Options, how to be better stewards of Northwest Michigan's beautiful natural resources, and much more!

The Cherry Festival is currently seeking businesses and organizations interested in applying for participation in this event. We will be offering both display booth space and family friendly, hands-on activities throughout the day. You can have just a display, host an activity, or both. We are especially interested in fun, interactive & educational displays and activities for children as well as adults. A large event tent area will be provided. Space is limited. You can also bring your own tent.

Space is limited. If your group would like to participate, please complete the enclosed application and return by May 25, 2011. An approved vendor application **must** be on file in order to participate.

Participants will be emailed a packet of information detailing the event, the responsibilities of your organization and the responsibilities of the National Cherry Festival. Event participants will be notified by June 15, 2011.

The National Cherry Festival is proud to present this important activity and to have the opportunity to work with our friends from **DTE Energy** who have generously offered to cover the costs to produce this event, so there will be no charge to participate in this exciting day focusing on how we can all 'Be More Green!'

If you should have any questions, please contact Kim Elliott at:
kelliott@grandtraverse.org or 231.995.6075



**2011
DTE Energy Green Day
Vendor Application Form**



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Cherry
Festival**



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Organization: _____

Contact Person: _____

Address: _____

City: _____ State _____ Zip _____

Daytime Phone: _____

Cell Phone: _____ Fax: _____

E-Mail: _____

Website: _____

VENDOR BOOTH SPACE:

Booth spaces are approximately 10'x10'. A banquet table (8'x30") and 2 chairs will be provided per booth. If you should require additional tables or chairs please note. We will have a large event tent so both covered and open-air spaces are available! You can also bring your own small tent!

1. Our organization will have a (please check one)
 - _____ Educational Display – focus on information giving
 - _____ Interactive Display – focus on multi-sensory learning activities
 - _____ Participatory display – focus on visitor completing a 'Green' action
2. Is your preference covered tent space _____ or open-air space _____ ?
3. Will your display require electricity? _____ Yes _____ No

