



# 2022 PRIDE FRANKLIN COUNTY VENDOR PACKET



a program of Franklin County Coalition for Progress



The Franklin County Coalition for Progress is excited to announce the return of the Pride Franklin County celebration on Sunday, October 9 from 11am to 5pm at Wilson College in Chambersburg, PA. We invite your business or organization to participate in the third annual festival to contribute to the friendly, welcoming, and smoke-free Pride atmosphere.

With your partnership, we will continue to increase the visibility of our LGBTQ+ neighbors and their contributions to the greater community. Your partnership supports opportunities to bring the LGBTQ+ community and straight allies together to celebrate diversity, acceptance and respect in Franklin County.

As a program under the Franklin County Coalition for Progress, a 501(c)3 nonprofit organization, Pride relies on the generous support of corporations, businesses, individual donors, and volunteers.

In this packet, you'll find information about what to expect at Pride Franklin County, how supporting Pride supports our community, frequently asked questions, rules and agreements, fees, approval criteria, and the vendor application.

When you celebrate diversity, inclusion, and LGBTQ+ people through community engagement with Pride, you support the growth and prosperity of our community! We express our sincerest thanks and appreciation of your consideration and engagement.

Nathan Strayer  
*Pride Franklin County, Chair*

Phillip Whitley  
*Pride Franklin County, Vice Chair*



## WHAT TO EXPECT

Pride Franklin County 2022 will be Saturday, October 9 from 11am to 5pm at Wilson College. The festival features a variety of family-friendly events, entertainment, quintessential Pride activities, and a mix of local and regional vendors from small and large businesses, restaurants, churches, and nonprofit organizations.

### Large Crowds

Pride Franklin County hosts more than 1,000 people from the region. We continue increasing our efforts to manage growth and extend our reach.

### FREE Admission

The festival is free and open to the community. Everyone is welcome to attend!

### Kids' Activities

A variety of free, fun kids' activities will be set-up for children of all ages to enjoy, including a creation station run by certified child care staff from Creative Minds Learning & Development Centers.

### FREE Entertainment

Entertainment will include music, performances, flow arts and drag shows throughout the day.

### Food Trucks

The best area food vendors will be dishing out their most delectable dishes throughout the day, from sweet treats to savory snacks and everything in between.

### Vendors & Swag

Vendors will be spread throughout the festival grounds, promoting their business or organization, passing out swag, and showcasing their Pride everyone in our community.

### Smoke-Free

Pride Franklin County is a smoke-free event and therefore does not accept sponsorship, vendor fees, or any other funding from tobacco companies, including cigar, e-cigarette, or vape stores.



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# WHY SUPPORT PRIDE?

Types of LGBT-Inclusive Practices Conducted by Companies



When you support Pride, you support our community, your workforce, and your business prosperity.

## Consumers

More than 75% of LGBT adults and their friends and relatives say they would switch to brands known to be LGBT friendly. In 2017 alone, the LGBT consumer buying power was over \$917 billion.

When a company matches its public and private positions on LGBT inclusion, it demonstrates its authenticity about LGBT inclusion—a key criterion for how internal and external stakeholders view a company's efforts.

## Leadership & Teams

Diverse teams solve problems more quickly, and companies with diverse senior-level teams are more successful. This data translates into economic benefits for companies that engage in LGBT-inclusive policies.

LGBT inclusion is not just a priority for companies because of ROI. "It's the right thing to do" was a common response by companies when asked why they want inclusive practices.

## Employees

In a 2017 national survey, 80% of respondents said that inclusion is an important factor in choosing an employer, and 72% would leave an organization for another that was more inclusive.

Companies reap a myriad of benefits from their LGBT-inclusive practices, including more engaged employees and the fact that it's instrumental in identifying talent.

## Owners & Investors

Companies that adopt LGBT policies show a long term increase in financial performance compared to peer companies that do not adopt them.

Companies embrace LGBT inclusion to attract and retain the best talent. In turn, companies are better able to engage and retain LGBT employees and cultivate strong partnerships with community organizations, external organizations, and employee groups.

## Community

LGBT inclusion, both legal and cultural, is positively correlated with GDP per capita growth and innovation. Strong inclusion makes for strong communities. Companies play a role in ensuring that all of a community's citizens can contribute and belong through nondiscrimination protections.

One of the most consistent findings of this research was that companies took seriously their responsibility for standing up for LGBT employees and the community in the face of anti-LGBT legislation.

Source: "Incorporating Inclusion" 2019, U.S. Chamber of Commerce Foundation  
[View the full report](#)



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## VENDOR FAQs

If you are interested in applying to become a vendor at Pride Franklin County, please take a moment to read through the following frequently asked questions.

### When/where is Pride?

Sunday, October 9 from 11am-5pm at Wilson College, 1015 Philadelphia Ave., Chambersburg, PA 17201. The event is held outdoors, rain or shine.

### How will I know if my application is accepted?

Vendor applicants will receive an email notification following review from the Pride Planning Committee stating whether your application was accepted or rejected. In some instances, we may be limited in who we can accept as a vendor (i.e. exclusivity contracts) and/or we may limit vendors based on similar products. The earlier you register, the better chance you have of being approved. Payments will be returned to any rejected applicants.

### What is the dress code?

Pride Franklin County is a family-friendly event. With this in mind, please respect public decency. The following are not acceptable attire on festival grounds or during the event: Visible underwear or what appears to be underwear, Loin Cloths, G-Strings, BDSM attire or accessories, Speedos. This is by no means an exhaustive list and the Pride Planning Committee will decide the propriety of attire worn at the festival. Committee members reserve the right to eject any individuals or groups (vendors, patrons or parade participants, etc.) who do not adhere to this policy.

### When can I set up?

Festival setup begins at 8am and ends at 11am. All vendors, including food trucks, must check in by 10:30am. No late arrivals or set-ups will be allowed, and no fees/charges will be refunded to vendors who fail to arrive within the setup window or at all. Vendors will be directed to an area to unload their items, then move their vehicle to the designated parking area before setting up. Vendors may not park anywhere else. Information for the designated parking area will be provided closer to the event. Food trucks will be directed to a pre-specified area to set-up, they cannot park outside this area. Food trucks must provide their own generator.

### Where do I park?

All parking information will be emailed to vendors in advance.

### What are the guidelines for tents, tables, and chairs?

Vendors are responsible for bringing their own tents, tables, and chairs. Each vendor space is 10x10, so all of your supplies must fit in your space. Pop-up tents are strongly recommended since the event is outdoors, rain or shine. Tents may not be larger than 10x10, in accordance with Borough permit requirements. Make sure your tent is weighted down or staked.

### Is there electricity?

No electricity is available.

### Do I need a special license for this event?

Food vendors must have a valid licenses to operate within the Borough of Chambersburg. For license information, contact: Jody Mayer, Borough of Chambersburg 717-251-2465 [jmayer@chambersburgpa.gov](mailto:jmayer@chambersburgpa.gov)

### When is teardown?

Teardown will begin at 5:00pm, at which time vendors may bring their vehicles back onto the festival grounds at their assigned time. Please note that vehicles will not be permitted onto the grounds until festival organizers deem it safe for patrons. Vendors must teardown their spot before getting their vehicle. Vendors are responsible for the trash or refuse in the immediate vicinity, in their vendor location or associated with their vendor activities. Cardboard boxes must be taken with you or put in proper recycling receptacle. Any vendor not in compliance will be subject to an additional \$50 clean-up fee.

*Have a question not answered here? Email the Pride Planning Committee at [pridefranklincounty@gmail.com](mailto:pridefranklincounty@gmail.com)*



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# APPLICATION CHECKLIST

**Before submitting your vendor application, please make sure you complete and include the following application requirements:**

- Signed Pride Vendor Rules & Regulations
- Signed Statement of Understanding and Hold Harmless Agreement
- Completed Vendor Application Form
- Food Vendors Only:* A copy of your valid Special Events/Mobile Health License
- Vendor Payment

**Vendor applicants may submit the application and pay in one of the following ways:**

- 1) Mail check/application to Franklin County Coalition for Progress, 591 Montgomery Ave., Chambersburg, PA 17201
- 2) Submit the application online and pay via credit card at [pridefranklincounty.org/vendors](http://pridefranklincounty.org/vendors)

**Application Deadline: Friday, September 2, 2022.**

Important: Payment must be received with your completed application to be considered. Vendor spaces are available on a first come, first served basis. Not all applicants may be accepted based on availability of space or conflicting products/services.



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**Vendors agree to the following rules and are responsible for informing participants and/or employees of these rules.**

**Inclusion:**

Pride Franklin County welcomes the participation of all people regardless of age, creed, gender, gender identity, HIV status, national origin, physical or mental development ability, race, religion, or sexual orientation and asks all participating organizations to also engage in non-discriminatory actions. Participants are to show respect for all genders, ages, races, cultures, faiths, and sexual orientations and are to be aware that children will be in attendance at the festival. Participants are asked to demonstrate good taste throughout the event.

**Dress Code and Messaging:**

Nudity at a public event is against PA law and will not be allowed. All vendors must be compliant with PA obscenity laws. As the organizing committee, we reserve the right to remove anyone from the festival that is not conforming to our reasonable restrictions in their manner of dress. We further reserve the right to prohibit the display of any signs, articles or products that, in our sole opinion, are not in keeping with the desired image, nature, and character of the festival. We have the legal right to control the message of our event and to exclude individuals expressing a contrasting or contradictory message.

**Tobacco Usage/Promotion:**

Pride Franklin County events are a smoke-free and therefore do not accept sponsorship, vendor fees, or any other funding from tobacco companies including cigar, e-cigarette, or vape stores. No smoking or tobacco usage will be allowed on festival grounds.

**Festival Setup/Teardown:**

Festival setup begins at 8:00am and ends at 11am. All vendors, including food trucks, MUST check in by 9:30am. Vendors will not be able to check in after 10:30am or setup after 11am. Important: No fees or charges will be refunded to vendors who fail to arrive within the setup window or do not appear at the Festival at all (no shows). Vendors will be directed to a location where they can unload their items. Vendors must unload and move their vehicle to the designated parking area before setting up. Vendors may not park anywhere else. Information for the designated parking area will be provided closer to the event. Food trucks will be directed to a pre-specified area to set-up, they cannot park outside this area. Food trucks must provide their own generator.



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Teardown will begin at 5pm, at which time vendors may bring their vehicles back onto the festival grounds at their assigned time. Please note that vehicles will not be permitted onto the grounds until Festival Organizers deem it safe for patrons. Vendors must teardown their spot before getting their vehicle. Vendors are responsible for the setup, clean up and breakdown of their own area in a timely and orderly manner. Vendors must cooperate with each other and respect the integrity of Wilson College while transporting and removing their wares and equipment. Vendors are responsible for the trash or refuse in the immediate vicinity, in their vendor location or associated with their vendor activities. Cardboard boxes must be taken with you or put in proper recycling receptacle. Any vendor not in compliance will be subject to an additional \$50 clean-up fee. Additionally, vendors who remove and/or damage Pride Festival property (including fencing) without the approval of the Pride Planning Committee will be assessed a \$100 damage fee.

**Electricity:**

Electricity will NOT be provided. Food truck vendors are responsible for their own generator.

**Food Vendors:**

Food vendors are required to provide two copies of their Special Events/Mobile Health License for the Borough of Chambersburg. Please contact Jody Mayer at the Borough to pursue the correct license: [jmayer@chambersburgpa.gov](mailto:jmayer@chambersburgpa.gov), 717-251-2465. Any applications received without this license will be rejected. All food vendors must comply with all health regulations, including being fully clothed at all times. Any vendor not complying with these items will forfeit vendor fees and will be asked to leave the festival. Food vendors will not have access to water or electricity and will need to bring their own generator. Food vendors will be confined to their truck. There will not be room for any set up outside the truck.

**Vendor Cancellation Policy:**

Advanced notification of vendor cancellations are considered for reimbursement on a case-by-case basis. No fees or charges will be refunded to vendors who fail to arrive prior to the festival setup deadline or do not appear at the Festival at all (no shows).

**Festival Cancellation/Early Closure Policy:**

Pride Franklin County reserves the right to cancel an event due to low enrollment or other circumstances which would make the event non-viable. If Pride Franklin County cancels an event, registrants will be offered a full refund. Should circumstances arise that result in the postponement of an event, registrants will have the option to either receive a full refund or transfer registration to the same event at the new or future date. No refunds will be made available in the case of an early closure of the event due to inclement weather and/or emergency.

**Other:**

Events like this tend to draw protesters, please refrain from any interaction with all protesters before, during, and after the event. As it is impossible to anticipate every situation that may arise, any conduct that violates statutes of the Commonwealth of Pennsylvania or the Borough of Chambersburg will not be tolerated. Any company, organization, or individual violating these statutes will not be allowed to participate in the Pride Festival.

**Signature:**

I understand and agree to abide by the rules and regulations as outlined in this document and understand that the Pride Planning Committee reserves the right to deny event entry and/or eject any individuals or groups (vendors, patrons or parade participants, etc.) who do not adhere to this policy.

Business \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Vendor must sign this agreement or the application will be rejected.*



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# STATEMENT OF UNDERSTANDING



## Statement of Understanding and Hold Harmless Agreement

I fully understand and agree to abide by the rules and regulations of PRIDE FRANKLIN COUNTY. If my application is accepted, I realize that my failure to comply with these rules may result in disciplinary action subject to the discretion of the Borough of Chambersburg, Wilson College, and Franklin County Coalition for Progress, and the Pride Franklin County Steering Committee. I also understand that the Borough of Chambersburg, Wilson College, Franklin County Coalition for Progress and the Pride Franklin County Steering Committee reserves the right to approve or deny any or all applications as they deem appropriate. I, and members of my exhibit stand, agree to indemnify and hold harmless Pride Franklin County, Wilson College, and the Borough of Chambersburg and its agents from and against all claims, losses, liabilities, and expenses including attorney's fees and court costs arising from any circumstances occurring during Pride Franklin County.

Business \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Vendor must sign this agreement or the application will be rejected.*



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# Pride Franklin County 2022 Vendor Form

Business/Organization (as you wish it to appear in listings) \_\_\_\_\_

Contact name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website (Facebook page URL if no website) \_\_\_\_\_

PA Sales Tax ID# \_\_\_\_\_ Federal Tax ID# \_\_\_\_\_

## VENDOR BOOTH

Note: Additional spaces are available for purchase on a first come, first served basis. Vendor provides their own supplies (tent, tables, chairs, etc.).

Business/Org Type	Detail	Cost	Quantity	Total
Non-profit organization	10' x 10' booth space	\$25		
For-profit business	10' x 10' booth space	\$50		
Food/Beverage Vendor	10' x 20'	\$150		
NOTE: NO ELECTRIC OR WATER	<b>TOTAL PAYMENT DUE</b>			

Exact Size of Tent/Trailer: \_\_\_\_\_ Length \_\_\_\_\_ Width \_\_\_\_\_ Height

**IMPORTANT! If using a food truck, include the exact height of the exhaust vent in the height measurement.**

Food Vendors Only - Stand Type (pick one): \_\_\_\_\_ Tent \_\_\_\_\_ Self-contained Trailer

Additional comments/space request: \_\_\_\_\_

## PAYMENT METHODS

\_\_\_\_ Credit Card - Complete the online application and pay online at [pridefranklincounty.org/vendors](http://pridefranklincounty.org/vendors)

\_\_\_\_ Check - Please make check payable to: Franklin County Coalition for Progress  
591 Montgomery Ave.  
Chambersburg, PA 17201

Vendor Application Form Continued on Reverse...

