

The Will McLean Festival

Vendor Information Sheet

<https://willmclean.com/>
vendors@willmclean.com

Event Dates: The Will McLean Festival is held on the 2nd weekend of March, (March 12 - 14, 2027) rain or shine, from 12:00pm Friday through 6:00pm Sunday. This is a unique festival as there is music at 3 stages, plus workshops, a Young Musician's Program and jam tents, along with artists, food trucks, and other vendors.

Location: Florida Sand Music Ranch, 85 Myers Road, Brooksville, FL 34602

1. General Information

Each Vendor is required to fill out an online application form. The application also serves as the agreement between You (the Vendor) and The Will McLean Foundation (Florida Sand Music Ranch.)

There are several categories for vendors, please review the section you are vending in. Photos will be required as requested in the application. We do our best to reduce duplicate items so vendors have a better opportunity by not directly competing with one another and festival attendees can have the best possible and varied shopping experience.

Acceptance/payment and notifications: A \$25 application fee is required for each vendor and will be applied to the vending fee if accepted. The latest date for applications to be accepted is December 15th or until all vending spaces are filled. Please be aware that spaces normally fill up before this date. Applications will be reviewed on a rolling basis. Confirmation will begin by October 1st. All vendors will be confirmed prior to Jan 15. Approved vendors will be sent an email with payment instructions. **All payments must be received within 2 weeks of acceptance. No refunds will be available unless the event is canceled.** Event is rain or shine.

Set-up: Each Vendor is responsible for setting up his/her own booth. No tables, canopies, weights, electric cords, hoses, or other items are provided. Participants may set up on Thursday prior to the festival between 2:00 pm and 6:00 pm or between 8:00 am and 11:00 am Friday. **Vendors will NOT be permitted to bring in campers or trailers between 6:00 pm Thursday and 8:00 am Friday.** If these times do not work, you must contact the vendor coordinator prior to your arrival to make arrangements for other times, and camping or storage fees will apply. **Vendors will not be permitted to bring in campers or trailers on any day after 6:00 pm.** Vendors must be ready for business by **11:30 a.m. on Friday.** Vendors may not disassemble before 4:30 pm on Sunday. Booth locations will be assigned by the vendor coordinator. For electrical setups you will need a minimum of a **50-foot electrical cord and a 30-amp adapter.** **There are no 50-amp hookups.**

All vending booth sizes are 10' x 10'. It is the responsibility of the vendor to assure their canopies are secured and that at least forty pounds of weight are secured to each leg of the canopy. Damage caused by a canopy or other display items to another vendor's product or Florida Sand Music Ranch facilities will be the responsibility of the vendor to reimburse for all damages.

Minimum Vending hours: Vending is allowable from 4pm Thurs until Close of Festival on Sunday. Please plan to be open for business during the minimum vending hours given in the table below.

	<u>Non-Food Vendors</u>	<u>Food Vendors</u>
Friday	11:30 am – 6 pm	11:30 am* – 8 pm
Saturday	10 am – 6 pm	11:30 am* – 8 pm
Sunday	10 am – 4:30 pm**	11:00 am* – 4:30 pm**

*Breakfast will be sold at the Ranch Café each morning and the Café will sell snacks and beverages during the course of the festival.

** No vehicles allowed in festival pedestrian areas until after the festival closes.

Sales tax: Vendors are responsible for collecting and submitting all applicable sales tax to the Florida Department of Revenue.

Fees: See Staying on site and Artist/Crafter, Food, and Non-profit vendor sections.

Staying on site: Camping fees are waived for vendors staying in a tent during the festival, however van or RV **camping fees are additional**, and are due and payable at the gate upon arrival, at current rates as noted at [Festival Information](#)

No camping is allowed in the field designated for parking.

Workers: A list of workers that will be on site during the festival must be supplied with the application and any changes to this list must be sent to the vendor coordinator no later than February 15. If a change in workers occurs after this date, vendor coordinator must be notified with sufficient time to notify the gate. This is required for gate access. Vendors will be responsible for the conduct of their workers.

Limit on Items Allowed for Sale: Alcohol sales are not permitted. Sale of ingestible/eatable or inhalable CBD products is prohibited. All THC products, nitrous oxide, and illegal substances are prohibited. Sale of commercially manufactured topical products containing CBD, such as lotions/soaps, must receive prior approval. No political items are allowed. All items to be sold must be appropriate for family viewing. The description of products given in the application must represent the items for sale.

Origin Story: Vendors will have the opportunity to submit, and display in their booths, their origin stories. By submitting your origin story, you agree that the Will McLean Foundation/Florida Sand Music Ranch may use your origin story, or an edited version of it, for use and dissemination, without payment of any kind for such use, in any language, format, or media now known or later devised.

Release of Liability and Vendor Conduct: Vendors and their workers will hold harmless and release from responsibility the Will McLean Foundation (“Foundation”) and any of their assignees, the Festival sponsors (“Sponsors”) and any of their assignees, and the Florida Sand Music Ranch (“Ranch”) and any of their assignees from all liability, loss, or damage occurring by reason of the Vendor’s connection with and participation in the Will McLean Music Festival. Vendors are responsible for ensuring that the area around their booth space is clean, safe, and free of trash. The Foundation and/or event organizers reserve the right to require removal of items that the Foundation deems are not in keeping with the theme of the Will McLean Music Festival. Any item that is viewed by Will McLean Foundation staff as inappropriate will not be allowed. During the festival, all exhibits will be visited by a festival representative to ensure that they are in compliance with our festival policies. It is the exclusive right of the Festival Staff to call for the removal of items that are not in compliance with the festival policies and requirements. Non-compliance may result in expulsion from the festival without any refunds and/or refusal of future festival participation.

Complying with Ranch Policies: Vendors and their workers agree to comply with all policies, rules, and laws governing the operation of the Ranch <https://floridasandmusicranch.com/ranch-rules/> and to not alter or damage the natural or cultural resources of the Ranch in any way, through the support or operation of the Vendor activities. Vendors will be responsible for, and will fully repair all damage to the Ranch, its facilities, and resources which may result from any operation and activities under the control of the Vendor or their workers. In addition, vendors and their workers are expected to be courteous and respectful of each other, festival representatives, and all festival attendees and to follow the festival rules. Non-compliance may result in expulsion from the festival without any refunds and/or refusal of future festival participation.

Release: By submitting the Will McLean Festival Vendor Application form you agree that the Will McLean Foundation/Florida Sand Music Ranch may use your and your workers images. This event may be filmed, photographed and/or recorded. To complete your application, you certify the following: I acknowledge that I am aware that this event may be filmed, photographed and/or recorded and its content shared for educational and informational purposes. By attending this event, you consent to your voice, image, and likeness being recorded for

use and dissemination, without payment of any kind for such use, in any language, format, or media now known or later devised, and you release the Will McLean Foundation (“Foundation”) and any of their assignees, the Festival sponsors (“Sponsors”) and any of their assignees, and the Florida Sand Music Ranch (“Ranch”) and any of their assignees from any and all claims, liability, or damages arising from any such use and they will proceed in reliance upon such consent and release. If you do not consent to the foregoing, please do not attend the event.

Social Media: Upon acceptance, vendors will receive electronic postcards and/or flyers about the festival and are encouraged to post these on their social media sites as well as to connect to social media sites related to the Will McLean Festival.

2. Artist or Crafter Specific Information (See below for food vendor)

All categories should review the General Information in Section 1

We are accepting applications from artists and crafters who offer handcrafted items that are suitable for a family-oriented event. Items made with a kit will not be accepted. We are also accepting applications from farmers/growers and Memorabilia/collectables/vintage of interest to the community. Other purchase-and-sell vendors will not be accepted. No NEW vendors who primarily sell handcrafted items that were made with free trade practices will be accepted, but prior vendors who sell free trade items will be grandfathered in. Any vendor may have a small portion of their sales from handcrafted items made with free trade practices. All items made with free trade practices, rather than by artisans who are part of the entity vending, shall be marked as such. This can be accomplished by marking single items or by signage.

In keeping with goal 2 of the Will McLean Foundation to “Provide facilities, programs and educational materials to promote involvement in the artistic and educational fields - especially those of Florida folk arts”, preference is given to handmade items crafted in Florida and preference will also be given to vendors who give demonstrations during the festival. There are openings for vendors in the following areas: Jewelry, Photography, Painting, Musical Instruments, Soaps/lotions, Sculpture, Basketry, Pottery, Quilting, Fabric arts, Woodwork, Metalwork, and other areas will be considered.

Sale of some items may require submission and display of appropriate governmentally issued permits (e.g. Florida Department of Agriculture and Consumer Services (FDACS) dealer registration for plant sales) prior to vendor approval. If permit is requested for viewing or exhibition, it must be available. Non-compliance may result in expulsion from the festival without any refunds and/or refusal of future festival participation.

Fees: \$100 for the first craft and artist booth space (approximately 10’ x 10’) and \$50 for each additional 10 x 10 space inclusive for four (4) days, payable upon acceptance. (Camping fees: see Section 1 above)

Admission: Each approved non-food vendor will receive two (2) complimentary weekend admission tickets for use by vendor and/or workers.

3. Single Item Food Vendor Specific Information

All categories should review the General Information in Section 1

We are accepting applications from single item food vendors such as jelly, coffee, desserts etc. We will screen vendor applicants to ensure minimal duplication of food products for sale.

Please include a menu with your application. If you are not sure if your product qualifies to be a single item, please email vendors@willmclean.com

Breakfast will be sold at the Ranch Café each morning and the Café will sell snacks and beverages during the course of the festival.

Fees: \$100 for each single item booth space (approximately 10’ x 10’) and \$50 for each additional 10 x 10 space inclusive for four (4) days, payable upon acceptance. (Camping fees: see Section 1 above)

Admission: Each approved non-food vendor will receive two (2) complimentary weekend admission tickets for use by vendor and/or workers.

Liability Insurance: Food vendor single item Participants must provide proof of liability insurance upon acceptance listing the Will McLean Foundation and Will McLean Facilities LLC as certificate holder/additionally insured. **Note: If your food items are “Cottage Food” and properly packaged and labeled according to FDACS standards, you are exempt from this insurance requirement.** This will be submitted with payment. If you require additional time, the proof of liability insurance must be emailed to vendors@willmclean.com by January 15th. A scanned image or photo is acceptable. The Insurance must be on hand during the length of the Will McLean Music Festival. If it is requested for viewing or exhibition, it must be available. Non-compliance may result in expulsion from the festival without any refunds and/or refusal of future festival participation.

4. **Food Vendor - Multiple items/Meals Specific Information**

All categories should review the General Information in Section 1

We are accepting applications from food vendors and will screen vendor applicants to ensure minimal duplication of food products for sale. **Food vendors are strongly encouraged to utilize restaurant wireless guest paging systems for patrons waiting for their food.**

Please include a menu with your application.

Breakfast will be sold at the Ranch Café each morning and the Café will sell snacks and beverages during the course of the festival

Fees: \$300 for the first 10 x 10 food vendor space and \$150 for each additional 10 x 10 space inclusive for four (4) days, payable upon acceptance. Food vendors must provide proof of insurance by February 15th prior to the festival. (Camping fees: see Section 1 above).

Admission: Each approved food vendor will receive four (4) complimentary weekend admission tickets for use by vendor and/or workers.

Liability Insurance: Food vendor multiple item Participants must provide proof of liability insurance upon acceptance listing the Will McLean Foundation and Will McLean Facilities LLC as certificate holder/additionally insured. This will be submitted with payment. If you require additional time, the proof of liability insurance must be emailed to vendors@willmclean.com by January 15th. A scanned image or photo is acceptable. The Insurance must be on hand during the length of the Will McLean Music Festival. If it is requested for viewing or exhibition, it must be available. Non-compliance may result in expulsion from the festival without any refunds and/or refusal of future festival participation.

5. **Non-Profit Information Specific Information**

All categories should review the General Information in Section 1

Non-profit organizations and other informational vendors will also be considered if the focus is in keeping with the theme of the festival. Vendor and application fees are waived for approved 501c(3) organizations, however a donation to the festival is appreciated.

A 501c(3) certificate must be submitted after approval.

Fees: \$0 for each non-profit space (approximately 10' x 10') inclusive for four (4) days. (Camping fees: see Section 1 above).

Admission: Each approved non-profit vendor will receive two (2) complimentary weekend admission tickets for use by vendor and/or workers.

6. **Additional Information and Contact**

Festival Website: For additional information about the Will McLean Music Festival, directions, and photos of past events, visit [Festival information](#). For specific questions, please contact the vendor coordinator below.

Vendor Coordinator: Melissa Thompson 305-240-1522 vendors@willmclean.com

[VENDOR APPLICATION](#)