



November 1, 2021

Dear Phoenix International Heritage Festival Friend,

The Phoenix International Heritage Festival (PIHF: /pīf/ or pife) Steering Committee would like to invite you to be a part of the 2021 PIHF, "Dream in Color". The dates for the 2022 PIHF will be April 9th and April 10th from 10 AM – 5 PM. The festival is being held virtually. Due to the current climate with COVID-19 we have decided for the safety of all involved that our event will better serve the greater community by being held on-line. We hope you will join us!

Vendors, Non-Profits, and Exhibitors we would love for you to submit a video or promo of your booth, company, or truck and a link to your website. We will create a space for this information to be publicized on our website for our on-line event.

This year we are asking for a participation minimum of \$25.00 for vendors and \$10 for non-profits and exhibitors. These fees go to maintain our virtual presence for 2022. We have a limited amount of scholarship positions available. If you cannot make this fee, please still submit your application and click scholarship candidate. We will do our best to accommodate you on some level.

We encourage you to get creative with your videos, so they stand out and best represent your business. We absolutely love cooking demonstrations from our food vendors, arts and craft demonstrations from our merchandise vendors, and informative stories from our non-profits and exhibitors. These are just a few examples, please get as reasonably original as you like. We would love to see you even include this year's theme! We ask that your videos be at least 5 minutes in length and no more than 60 minutes.

This is a friends and family event. We ask that all content fit our target audience. We will not advertise any content that is not approved by our team. So, let's have some good clean fun!

I have enclosed the 2022 PIHF guidelines. Please read the guidelines and fill out our contract on-line. Applications will be available on-line starting November 15th, 2021.

Please Note:

- The application must be submitted online no later than March 31st, 2022 for standard rates.
- Sending in your contract does not guarantee participation in the festival. All contracts are subject to approval by the PIHF Steering Committee.
- The final acceptance for all applications is March 31st, 2022.

Vendors:

- **Applications Available: November 15th, 2021**
- **Earlybird: November 15th-January 29th: \$25**
- **Standard: February 1st-February 15th: \$35**
- **Late: April 1st-April 2nd: \$45**

Non-Profits and Exhibitors:

- **Applications Available: November 15th, 2021**
- **Earlybird: November 15th-January 29th: \$10**
- **Standard: February 1st-March 31st: \$20**
- **Late: April 1st-April 2nd: \$30**

Once approved and accepted, you will have one week to submit payment.

This will be the 2nd year for Phoenix International Heritage Festival! Festival participation is estimated to range between 500 to 1,500 people for the two-day event based upon similar virtual festivals. The theme for the 2022 Phoenix International Heritage Festival is “Dream in Color”, which recognizes the deep historical importance of seeing the beauty in our differences while appreciating our similarities. Festival hours are 10:00 a.m. to 5:00 p.m., both Saturday and Sunday. The festival includes entertainment, drums and martial arts, merchandise vendors, food vendors, clubs, fine arts, children’s games, and exhibits.

Your participation as an exhibitor, non-profit, or vendor is great honor to us. With the anticipated attendance our goal is to help businesses who promote unity in the community gain local and nationwide exposure through our robust social media outlets, including you in our publications, and through your performance at the virtual event. We do offer on-line links to your site or an on-line shop if you wish to sell memorabilia at the virtual festival.

Please include electronic logos and photos of your business for inclusion on the WWW.PIHFLIFE.ORG website. We would like to have a logo for all our Phoenix International Heritage Festival participants.

Please feel free to contact me at (855) 534-2669 if you have any questions. We look forward to hearing from you.

Best wishes,

Chakeia Johnson | Food Vendor Coordinator | **PIHF**
835 W. Warner Rd. 101-476 Gilbert, AZ 85233
T: 855.KEIA.NOW | T: 855.534.2669
WWW.PIHFLIFE.ORG | FOOD@PIHFLIFE.ORG



2022 PHOENIX INTERNATIONAL HERITAGE FESTIVAL NON-PROFIT, EXHIBITOR, AND VENDOR GUIDELINES

- I. Participants should plan on participating for their allotted video preparation, participation, and submission time. The full hours of the event are from 10:00 a.m. to 5:00 p.m. each day, Saturday, April 9th and Sunday, April 10th, 2022. Applications are available on-line November 15th, 2021.
 1. The video should be a minimum of 5 minutes in length and no more than 60 minutes.
 2. Videos will be used on our PIHFLIFE.org website or referenced and linked to YouTube, Facebook, Instagram and/or our social media outlets.
 3. We ask the content be family friendly.
 4. Originality is encouraged!
 5. Quality sound and video is required. Audio levels and clarity, adequate lighting and video stability are suggested to gain approval.
Please submit your videos in an MP4 format with H.264 video codec and AAC audio codec. You get a high-quality video and a small file size with this formatting. However, most social media, particularly YouTube also supports the following formats: MOV, MPEG4, AVI, MPEG PS, FLV, 3GPP and WebM. YouTube links are welcomed.
 6. Videos, links, logos and all pertinent information are due when applications are submitted. We will review all content, so we need time to do so. The earlier you submit, the better for all involved.
 7. We ask you to create a 10% code for your products so we can track sales driven to your location by our festival and to add value and incentive to our guests to go to your site. We ask that the Phoenix International Heritage Festival receive 10% of all sales generated by the code. Therefore, the guests receive a 10% discount and we receive 10% of sales. Use coupon code PIHFLIFE10.
 8. Please mention our theme and encourage viewers to support our festival.

Submit for viewing and approval starting on November 15th, 2021. Videos will be posted to the Phoenix International Heritage Festival social media outlets starting April 1st-April 30th, 2022.

Proprietary to Phoenix International Heritage Festival until May 1st, 2022.

- II. **DUPLICATION / SELECTION PROCESS** Vendor acceptance is subject to the approval of the Phoenix International Heritage Festival Committee. We attempt to limit duplication of items sold; past participation in Phoenix International Heritage Festival will not imply continued participation. However, for this year only, your participation will guarantee you a spot in our next on-site festival. The Steering Committee reserves the right to regulate all articles and goods for sale or display. We also reserve the right to not advertise any video or site that does not meet our friends and family guidelines. Please note that custom calligraphy on fans are the sole right of the Committee. **Your application is complete when fees have been received.**

Please submit on-line your company logo with the company name for our PIHF website and/or advertising for the festival. To whom this may concern, we also ask that you create a special coupon code to help track sales that come to your site or business from the PIHF.

- III. Fees: Are non-refundable. The rates listed are for participation whether you submit a video or not. Non-Profits and Exhibitors fee for this year is \$10 for driving traffic to your location and to guarantee your spot in our next on-site festival.

Video fees are:

Early Bird Special: Submit application by January 29th, 2022. Mandatory: All fees are to be submitted on-line at PIHFLIFE.ORG within one week after approval.

Vendor Video Submission \$25 Non-Profit and Exhibitors \$10

Plus 10% of Sales:

10% of gross sales from any merchandise purchased using your special Phoenix International Heritage Festival Coupon Code (PIHFLIFE10) will go to the Phoenix International Heritage Festival.

Plus 10% in Code:

10% is to be offered to the guest as a discount which will be used by us to drive traffic to your site. Use Coupon Code PIHFLIFE10.

Standard Rate: Submit application by March 31st, 2022. Mandatory: All fees are to be submitted on-line at PIHFLIFE.ORG within one week after approval.

Vendor Video Submission \$35 Non-Profit and Exhibitors \$20

Plus 10% of Sales:

10% of gross sales from any merchandise purchased using your special Phoenix International Heritage Festival Coupon Code (PIHFLIFE10) will go to the Phoenix International Heritage Festival.

Plus 10% in Code:

10% is to be offered to the guest as a discount which will be used by us to drive traffic to your site. Use Coupon Code PIHFLIFE10.

Late Rate: Submit application by April 2nd, 2022. Mandatory: All fees are to be submitted on-line at PIHFLIFE.ORG within one week after approval.

Vendor Video Submission \$35 Non-Profit and Exhibitors \$20

Plus 10% of Sales:

10% of gross sales from any merchandise purchased using your special Phoenix International Heritage Festival Coupon Code (PIHFLIFE10) will go to the Phoenix International Heritage Festival.

Plus 10% in Code:

10% is to be offered to the guest as a discount which will be used by us to drive traffic to your site. Use Coupon Code PIHFLIFE10.

Vendor Video Submission \$45 Non-Profit and Exhibitors \$30

IV. **Product and Content Guidelines:**

Vendors agree to only sell items approved in advance.

Vendors will not market any counterfeit items (toys, dolls, etc.) that infringe on copyright or trademark privileges. **Vendors are responsible for procuring the proper licenses for their merchandise.**

Participants may not market weapons or replicas of weapons of any kind at the live festival; this is not voided for the on-line event.

Only authentic cultural items may be on display during the Phoenix International Heritage Festival virtual event. The Phoenix International Heritage Festival Committee reserves the right to require items not to be sold at the virtual event (i.e. any items we deem culturally inappropriate or offensive). If deemed inappropriate, we will simply remove your content from our site.

V. **Detailed Information:**

The Phoenix International Heritage Festival Steering Committee reserves the right to regulate all articles for sale, displays, and virtual booths.

Dates of Operation: Saturday, April 10th and Sunday, April 11th, 2021

Hours of Operation: Phoenix International Heritage Festival hours are officially 10:00 a.m. – 5:00 p.m.

Participation Application: All participants **must sign** the Participation Application and **return** it by **January 29th, 2022** for early acceptance into the festival or by

the final deadline of **March 31st, 2022**. Your video content and logos must be uploaded with your application.

City Sales and Tax License: A City sales tax license number may be required for selling items. Please contact the City Treasurers Office at **(602) 262-6785, Option 4** to see if a tax number is required.

Publicity: We will use social media outlets, publications, and fliers to advertise this on-line event. Please feel free to advertise your participation in the PIHF after you are approved. It is a team effort to get the word out about this event and its location!

Event Participation: **The video link you provide will be available during our virtual event. Content is the property of the Phoenix International Heritage Festival for the month of the festival. Content may be reused for future festivals, marketing, social media and public relations purposes.**

Liability: The City of Phoenix does not carry accident insurance to cover participants. Involvement in any activity is at your own risk.

Friendly Reminders:

City sales and tax license: (602) 262-6785, Option 4

Please sign and upload the Contract attached ON-LINE at PIHFLIFE.ORG.

Please feel free to contact Keia Johnson at (855) 534-2669 (you may also text this number) if you have any questions.

We look forward to reviewing your application.



2022 PHOENIX INTERNATIONAL HERITAGE FESTIVAL CONTRACT & SIGNATURE PAGE

Name of Business:

Name of Representative:

This signature verifies that I have read and acknowledge the 2022 Virtual Participation Letter and Guidelines of the Phoenix International Heritage Festival. I agree to the terms and conditions set forth by the guidelines.

Signature of Representative

Date