



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 9<sup>th</sup> and April 10<sup>th</sup> 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.











the final deadline of **March '1<sup>st</sup>, 2028**. 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 online 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 only be available during our virtual event. Content is the sole property of the Phoenix International Heritage Festival for the month of the festival. One month afterwards content is released.**

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 ONLINE 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.

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Signature of Representative

Date