

 VENDOR PARTNER OPPORTUNITY

Hart of Detroit Summer Festival

A Juneteenth Celebration | June 2026

Expected Attendance: 15,000+ | 12:00 PM – 11:30 PM

Welcome to the Hart of Detroit Family

We are excited to invite local merchants, makers, and culinary entrepreneurs to join us as Vendor Partners at the Hart of Detroit Summer Festival — Detroit's premier Juneteenth celebration. With over 20,000 attendees expected, this is your opportunity to connect with your community, grow your brand, and be part of something historic.

This document outlines everything you need to know to secure your spot and make the most of your vendor experience.

Event Snapshot

Event	Hart of Detroit Summer Festival
Theme	Juneteenth Celebration
Expected Attendance	15,000+ Guests
Vendor Activation	12:00 PM – 11:30 PM
Liquor/Alcohol Products	NOT ACCEPTED — strictly prohibited

Vendor Pricing

Choose the category that best fits your business. All fees include your booth setup package — see inclusions below.

	Dry Vendor	Food Vendor
Total Fee	\$1,500	\$2,000
Deposit (Due April 20)	\$500	\$500
Remaining Balance (Due May 10)	\$1,000	\$1,500

⚠ Important: No liquor or alcohol products will be accepted from any vendor. Applications including alcohol products will not be approved.

Payment Schedule

All payments must be received by the deadlines below to secure and maintain your booth placement. Late payments may result in forfeiture of your spot.

Milestone	Due Date	Amount	Notes
Deposit	May 1, 2026	\$500	Secures your booth space
Remaining Balance	May 10, 2026	Balance Due	Dry: \$1,000 Food: \$1,500

Note: Deposits are non-refundable after April 20. Remaining balances not received by June 1 will result in booth cancellation without refund of the deposit.

What's Included in Your Vendor Package

Every vendor receives a complete setup package. Here's what comes with your booth:

What's Included	Details
Vendor Booth Space	10' x 10' designated space
Tent	One (1) 10x10 tent provided
Furniture	Two (2) chairs + one (1) 8ft table
Vendor Passes	Three (3) event-day passes included
Festival Permit	Included
Hours of Operation	12:00 PM – 11:30 PM (Load in 6/18.. Product load in 6/19 8am)
Media Interviews	On-site interview opportunities with festival media partners
Influencer Power Hour	Featured visits from Detroit's top influencers creating social content

Exclusive Vendor Opportunities

Media Partner Interviews

Vendors will have the opportunity to be featured in live on-site interviews with our official media partners throughout the festival day. This is a rare chance to tell your brand story, share your products, and reach thousands of viewers beyond the festival grounds — at no cost to you.

✨ Influencer Power Hour

During the Influencer Power Hour, some of Detroit's most followed and most trusted social media influencers will make dedicated visits to vendor booths. They will engage with your products, create original content, and share it with their audiences in real time. This is powerful, authentic, organic exposure that money typically cannot buy — and it's built into your festival experience.

- Live content creation at your booth
- Social posts, reels, and stories featuring your brand
- Direct access to influencers and their audiences
- Potential for viral moments and lasting online visibility

Why Vendor at Hart of Detroit?

- 15,000+ attendees from across Metro Detroit and beyond
- Prime Juneteenth holiday foot traffic — one of the highest-engagement days of the year
- All setup essentials provided — tent, table, chairs, permit
- Full day of activation: 12:00 PM to 11:30 PM
- Media and influencer exposure included in your package
- Supportive community of vendors and a professionally run event
- A platform to build lasting relationships with Detroit consumers

Vendor Guidelines & Important Notes

- No liquor or alcohol products permitted — this is a strict event policy with no exceptions.
- All vendors must be fully set up and ready by 11:30am on event day
- *Load in for set up is on June 18, 2026 12p - 4pm... Product load in is June 19, 2026 9am-11am.*
- Vendors must maintain a clean, professional booth space throughout the event.
- Three (3) vendor passes are included. Additional passes are not guaranteed.
- Vendors are expected to remain open and active until at least 11:00 PM.
- Booth assignments will be communicated prior to the event date.
- Vendors are responsible for their own product inventory, signage, and payment processing.

How to Secure Your Booth

- **Step 1** — Submit your vendor application.
 - **Step 2** — Receive approval confirmation from the Hart of Detroit team.
 - **Step 3** — Submit your \$500 deposit by April 20, 2026 to secure your space.
 - **Step 4** — Submit remaining balance by May 10, 2026.
 - **Step 5** — Show up, set up, and enjoy the experience!
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We look forward to welcoming you to the Hart of Detroit family.
Together, we celebrate culture, community, and commerce.

For questions or to begin your application, contact:
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