# The County Oakland Irish Fest is a free street fair with music that celebrates Irish culture in Oakland County. The event features Irish music, dancers, pipers and the “Men’s Best Legs in a Kilt” contest. The streets are filled with vendors selling Irish and Non-Irish items as well as a children’s Irish themed crafts area and a verity of Irish & non-Irish food and beverages for sale. In addition, it draws attention to the many local restaurants and stores in downtown Berkley.

**County Oakland Irish Fest**

# *How we promote this event*

* Posters & Postcards: 350+ delivered to businesses in Berkley and surrounding communities
* E-flyers: distributed through the Berkley Area Chamber list, reaching over 1000 local residents.
* Social media on Facebook, Twitter and Instagram through the County Oakland Irish Fest and Berkley Area Chamber
* County Oakland Irish Fest and Berkley Area Chamber of Commerce websites
* Targeted outreach to Irish radio stations and other media outlets
* 50 event signs located throughout Berkley, Huntington Woods & Royal Oak
* Postcards: 20,000 distributed in August to residents of Berkley and Huntington Woods
* Advertising on Irish radio programs

***Vendor Booth Cost to Participate* - $100.00**

Vendors receive a centrally located space on Twelve Mile to promote your service or product. No promotion or name listed on any materials.

# *Vendors are responsible for:*

# Providing their own display equipment and tent for their 10x10 space. If you need more room than 10 x10, you will be charged for 2 spaces ($200.00). (\*E*lectricity is not available. If alternate fuel sources are to be used, please let us know the type of fuel you will be using.)*

# Staying within their designated sponsorship area

# Being present at their displays for the entire time (11:00 to breakdown time)

# Set up is between 8:00 am and 10:30 am; (removing set-up vehicles by 10:30 am). Booth tear down is after 8:00 pm unless alternate time has been arranged (cleaning up the booth area must be done by 9:00 pm)

# Deadline is August 31, 2022

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| Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Business Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| City\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| State\_\_\_\_\_\_\_ Zip\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Website\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

# Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your signature on this application form constitutes an agreement that the County Oakland Irish Fest or any of its agents will not be held responsible for damage to or loss of work or personal property or personal injury. The County Oakland Irish Fest also reserves the right to limit or remove any objectionable items displayed.

Mail with check to **County Oakland Irish Fest, c/o Brigid Taylor, 18830 Saratoga Blvd, Lathrup Village, MI 48076** or sign up/pay by credit card online at CountyOaklandIrishFest.org. using the “Donate” button at the bottom. Just indicate it is a vendor fee.

**Email questions to: Brigid.taylor@ameritech.net**