

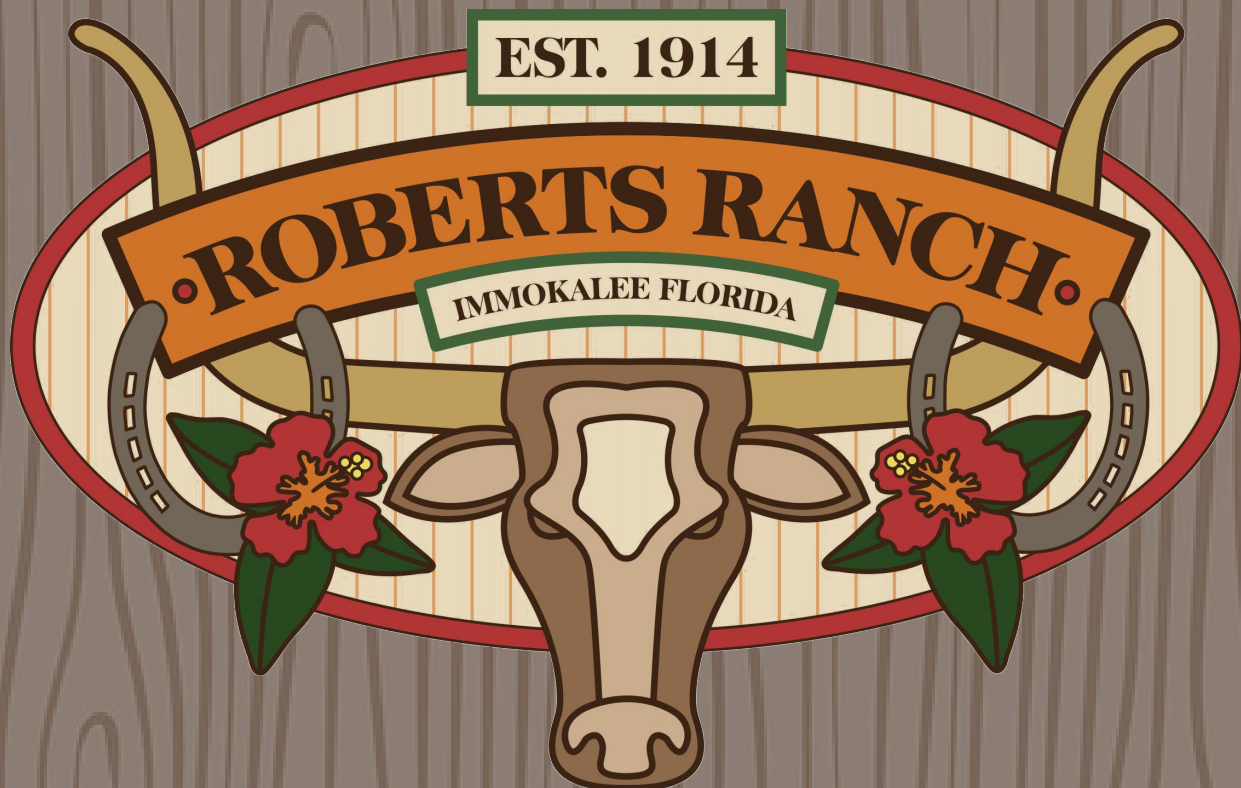
COLLIER COUNTY MUSEUMS PRESENTS:

# 2024 IMMOKALEE CATTLE DRIVE & JAMBOREE

## ART & CRAFT VENDOR GUIDE

Experience the pioneer spirit and rich agricultural history of Florida's heartland with a cattle drive and jamboree at the Immokalee Pioneer Museum at Roberts Ranch.

The cattle drive starts along Main Street in Immokalee led by cattle boss Heather Cleckler, descendant of the Roberts family, and leads to Roberts Ranch, a former farmstead listed on the National Register of Historic Places and operated as a Collier County museum. Activities and entertainment kick off when the cows come home and include storytelling, roping and whip cracking demonstrations, traditional food demonstrations, music, craft and food vendors, and so much more. Bring the whole family to the kids' korral with petting zoo, games, and crafts.



# Event Attendance

2023's vendors included 12 cultural organizations, 9 traditional craft exhibitors, 5 food vendors, and 5 vendors from other sectors



2023's attendance reached nearly 3K, with the most represented demographic groups being families and those living in Collier and Lee County.

Event attendance has been increasing, with 2023's event having a 133% increase in attendees compared to 2022



# Details at a Glance

## How the Application Process Works

The Cattle Drive & Jamboree event seeks to provide a variety of offerings that highlight the agricultural traditions of Florida's heartland. For full consideration, please submit your application by January 31, 2023.

Fee Schedule	Cost
Art, Craft, and Cottage Food Vendors (for profit)	\$ 100
Informational or Not-for-Profit	\$ 0

## Important Information At-A-Glance

- Vendor fee entitles vendor to one (1) 10'x10' space. Additional 10'x10' spaces can be purchased for an extra \$50 per space. Unless otherwise stated, vendors must supply their own tables, chairs, materials, canopy tent(s), staff, rain protection, and all other necessary supplies.
- Cottage foods, arts, crafts, and other vendors should be consistent with the goals and theme of the event. We encourage all vendors to decorate their booth in a heritage theme.
- All cottage food products offered for sale must be prepackaged with an affixed label that meets Florida Statutes 500.80 and US Code of Federal Regulations Title 21, Pt. 10.
- Approved vendors are encouraged to use all promotional outlets that are at their disposal to promote the event and their involvement in it.
- Vendors may not create or sell items bearing the event name or likeness without express prior written permission from event organizers.

## How to Submit Application

Vendors will be notified of their participation status via email within two weeks of their packet being submitted. If approved, instructions will be provided on how to pay the \$100 vendor fee.

Please email your completed applications to: [Helen.Midney@CollierCountyFL.gov](mailto:Helen.Midney@CollierCountyFL.gov) OR mail/drop off applications at:

Immokalee Pioneer Museum at Roberts Ranch

1215 Roberts Avenue West

Immokalee, FL 34142

Questions? Call us at (239) 252-2611

# Schedule

1/31/24	Application Deadline
2/17/24	Vendor Materials Deadline*
3/5 – 3/8/24	Event Setup; Please Schedule Ahead
3/9/24	2024 Immokalee Cattle Drive & Jamboree
7:00 AM	Property opens to vendors.
9:00 AM	Vendor property entrance closes; vendors must relocate vehicles to vendor parking.
10:00 AM	Event opens to the public.
11:00 AM	Cattle drive concludes; expect to be busiest.
12:00 – 3:00 PM	Vendor call outs and announcements.
3:00 PM	Vendor takedown begins; vendor vehicles are permitted on the property after guests have vacated the event areas.

## Vendor Materials Checklist:

- Payment of \$100. Cash or check accepted. Make checks payable to Collier County Museums. (payment does not apply to informational/non-profit vendors)
- High resolution logo or company image for promotional purposes. (accepted filetypes: .PDF, .EPS, .AI, .PNG, .JPG)
- Information on company and offerings for stage announcements. (sample to be provided)

# Count me in!

Business Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ # of People at Booth: \_\_\_\_\_

Company Phone Number: (\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Your Company's Offerings: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Your Booth/Tent Setup and Size: \_\_\_\_\_

\_\_\_\_\_

Your electrical requirements (if applicable): \_\_\_\_\_

\_\_\_\_\_

*To the maximum extent permitted by Florida law, the Vendor shall indemnify and hold harmless Collier County, its officers and employees from any and all liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the Vendor or anyone employed or utilized by the Vendor in the performance of this Agreement. This indemnification obligation shall not be construed to negate, abridge or reduce any other rights or remedies which otherwise may be available to an indemnified party or person described in this paragraph. This section does not pertain to any incident arising from the sole negligence of Collier County.*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Make checks payable to "Collier County Museums"**

Please contact Helen Midney, Museum Manager

By phone: 239-252-2604

By email: [Helen.Midney@colliercountyfl.gov](mailto:Helen.Midney@colliercountyfl.gov)

By mail: Immokalee Pioneer Museum Attn: Helen Midney, 1215 Roberts Avenue West Immokalee, Florida 34142