

Artes de la Rosa
Cultural Center for the Arts

Día De Los Muertos

FESTIVAL VENDOR PACKET

Saturday, November 3rd | 5:30 – 10:00 pm

Estimated Attendance: 500 - 600 people



Día de los Muertos, *Day of the Dead*, is a Latin American holiday celebrated during the chilly days of November 2 & 3. The way the holiday is celebrated now is a mixture of pre-Hispanic traditions along with some merging of Catholic theology, most notably, All Souls & All Saints Day, in which the culture combined as a way to honor their deceased loved ones.

For practitioners, *Día de los Muertos* is a very happy and festive holiday celebrating the lives of people they love who have passed on. Folklore tells us that the gates of heaven are opened at midnight on October 31, and the spirits of all deceased children are allowed to reunite with their families for 24 hours.

On November 2, the spirits of the adults come down to enjoy the festivities that are prepared for them. Beautiful **altars** (*ofrendas*) are made in each home, decorated with candles, **flowers** (*marigolds*) mounds of fruit, peanuts, plates of mole, stacks of tortillas and large pastry's called pan de muerto. The altar needs to have lots of food, soft drinks, and hot cocoa for the weary spirits. Toys and candies are left for the angelitos, and on Nov. 2, cigarettes and shots of mezcal are offered to the adult spirits. Little folk art skeletons and sugar skulls, purchased at open-air markets, provide the final touches.



Artes de la Rosa's Día de los Muertos Festival has become a hallmark event for the organization attracting press, performers, and patrons from all over North Texas and beyond. The event kicks off with a drum and puppet procession from Marine Park to the Rose Marine Theater Plaza that shuts down North Main Street, diverting traffic as people painted as calavera's and catarina's, take to the streets in a high energy ½ mile procession past the historic Rose Marine Theater and into Fort Worth's Mercado Plaza.

This is where the celebration really gets started! Capturing the spirit of Mexico's Mercado fiesta's, our event would not be complete without music,

dancing, face painting, food, drinks, and pan de muerto! Artists and crafts people are on hand selling fine and folk art with plenty of booths for children's activities. While here, why not tour the historic **Rose Marine Theater** and observe the artwork that lives in the annex and Rose Lobby. The artwork is part of a growing permanent collection at Artes de la Rosa celebrating the vast styles and works of Latino art and artists. While on the subject of art, make your way into the Galeria de la Rosa and observe the fantastic art exhibit on display.



VENDOR AGREEMENT

Vendor Name: _____ Mobile Phone: _____ Email: _____
 Event Name: 2018 Dia de los Muertos Festival Date & Time: November 3rd, 5:30pm – 10:00pm
 Load-In Time: 3:30pm – 5:00pm

Will you be needing electricity (**limited electricity available for \$40/vendor**)? Yes No

Artes de la Rosa (ADLR) Vendor Fees: Please check appropriate classification

\$75 - Individual Artists \$100 – Non Profit Organization \$150 – Small Business \$250 – Corporation

Please sign and return this agreement along with your vendor fee to ADLR office by: _____

Agreement between _____, hereinafter called the “Vendor,” and Artes de la Rosa (ADLR) with its principal place of business at 1440 N. Main St., Fort Worth, TX 76164.

Terms & Conditions

- The Vendor agrees to be present on the dates and times stated in this agreement.
- The Vendor agrees to provide all necessary equipment and supplies to display and sell merchandise. (Including but not limited to tables, tents, lighting, etc.)
- All handout material must be suitable for a family environment.
- Vendor will clean designated area at the end of the event and abide by attached guidelines.

If you agree to these terms please confirm by signing below.

Print Name – Vendor	Signature	Date
Print – ADLR Representative	Signature	Date

One Time Credit Card Payment Authorization Form

Sign and complete this form to authorize **Artes de la Rosa** to make a one-time debit to your credit card listed below. By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only.

Please complete the information below:

I _____ authorize **Artes de la Rosa** to charge my credit card for \$ _____.
 (full name) (amount)

Account Type: Visa MasterCard AMEX Discover

Cardholder Name: _____ Account Number: _____ Expiration Date: _____

CVV (3 digit number on back of Visa/MC, 4 digit on front of AMEX): _____

Signature _____ Date: _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.

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VENDOR GUIDELINES

In order to maintain organization, Artes de la Rosa Cultural Center for the Arts have adopted the following policies:

- Booth is to be used to educate the public about your mission and/or involvement in and support of our community, artist to sell approved artwork, businesses to sell approved merchandise.
- Organization/Business may not solicit or accept donations of any kind.
- All handout material must be suitable for a family environment.
- Organization may not recruit for volunteers.
- No food of any kind may be handed out. Food samples are also not permitted.
- All booth workers are required to stay within a 2-foot radius of booth space. Roaming is not allowed.
- Each booth is required to be open at all times during the Dia de los Muertos Festival, Saturday, November 3, 2018; Event hours are: 5:30 p.m. to 10:00 p.m.