



November, 2011

Dear Muskegon Area Community Member,

Muskegon Area Earth Week is April 22-28, 2012. Plans include special worship services, the Chris Bedford Arts Festival, Green Parade and finally the Earth Fair. It will be a wonderful week filled with events that educate, inspire and encourage acts for change that benefit our community and our earth.

Our area has a lot to offer in terms of natural resources, eco products and services, green jobs, recreation and sustainable practices. Too many do not know about what great things are available here. Earth Fair is an opportunity to let them know. Muskegon area business and organizations, like yours, are invited to show off what you do and connect with your community during Earth Fair, 2012. All you need to do is register. Here are a few details:

- Earth Fair is Saturday, April 28, 2012 from 1-4pm. Vendors need to be able to set-up by 12pm and not begin tearing down until 4pm.
- Earth Fair will be held at the Michigan Alternative & Renewable Energy Center (MAREC) located at 200 Viridian Drive in Downtown, Muskegon.
- Booth fees are free to sponsors of any Muskegon Area Earth Week event hosted by Muskegon Area Earth Week Committee (Chris Bedford Arts Festival, Green Parade & Earth Fair). Sponsorships are \$250 or \$500 and your business name will be on all materials associated with that event upon your check clearing.
- Vendors may sell products or services during Earth Fair, except food & beverage items. All sales must follow state and local laws & regulations. Vendors are responsible for their own permits & licensing.
- Vendors are strongly encouraged to have active displays to engage visitors. Giveaways, free games, and product demonstrations are a few ways to make it a fun, learning experience for everyone.
- We are happy to arrange extra space for outdoor activities, games and children's crafts. Please provide activities and games free.
- A small (\$0.50) fee for crafts is reasonable to cover supplies. No foam or Styrofoam may be used for crafts. Consider using recycled materials and the earth theme.
- The earlier you submit your application, the earlier we will be able to advertise your involvement.

Muskegon Area Earth Week promises to be an event that results in positive actions in our community. We hope you will be part of the movement. If you have any questions, need ideas, or want to find out if some other vendor has is planning to do something similar, do not hesitate to contact Joel Darling at admin@darlingcetaceans.com or 231-288-0999.

Sincerely,
Your Muskegon Area Earth Week Committee