



EVENT PLANNING GUIDE

National Peanut Festival Fairgrounds

www.nationalpeanutfestival.com

National Peanut Festival

5622 US Hwy 231 S, Dothan, AL 36301

Welcome

On behalf of our Officers, Board of Trustees, and staff, I welcome you to the National Peanut Festival Fairgrounds. We have worked to produce this guide to be the perfect companion to navigate the process of using our facility for your event.

Our staff is dedicated to providing you and your guests with a positive experience that will be remembered long after you have left our facilities. We are excited to have you chosen the National Peanut Festival Fairgrounds as your event facility.

If you have any questions or needs, please contact me or our facility manager. Please see our contact information below. I assure you we are here to serve!

Thank you again for choosing the National Peanut Festival!



Tony Ellison
Executive Director
National Peanut Festival Association, Inc.

Executive Director	Tony Ellison	tony@nationalpeanutfestival.com Phone: (334) 793-4323 ext. 104 Cell: (334) 797-2061
Facility Manger	David Butterfield	Phone: (334) 793-4323 ext. 105 Cell: (334) 790-5204
Marketing and Promotion	Carrie Cavender	carrie@nationalpeanutfestival.com Phone: (334) 793-4323 ext. 103
Invoicing	Sharon Doswell	sharon@nationalpeanutfestival.com Phone: (334) 793-4323 ext. 106

Event Information Form



Please submit this form to the Executive Director immediately, so that we may begin advertising the correct information to the public.

Is Your Event Public: Yes No

If not, would you like your event listed on our website? Yes No

Event Name: _____

Event Dates: _____

Event Hours: _____

Admission Price(s) _____

Where to Buy Tickets: _____

Description of Event:

Website Address: _____

Public Contact: _____ Setup Contact: _____

Public Phone: _____ Setup Phone: _____

Logo and/or photo submitted for website: Yes No

Either attach logo to this form or email: tony@nationalpeanutfestival.com

INFORMATION

The National Peanut Festival Fairgrounds will use this information to promote your event via the following complimentary methods:

- National Peanut Festival Website (www.nationalpeanutfestival.com)
- Photo for the website should be sent as a high-resolution .jpg at least 600x240 pixels**
- Monthly Newsletter
- Social Media posts on Instagram, Facebook, Snapchat

Please include your social media information:

Facebook: _____

Twitter: _____

Instagram: _____

Would you like to purchase Full-Color Reader Board Advertising? Yes No

Reader Board is \$250/week prior to your event. # of weeks

Return to: Executive Director, National Peanut Festival, 5622 US Hwy 231 S, Dothan, AL 36301
Email: tony@nationalpeanutfestival.com
Fax: (334)793-3247

NATIONAL PEANUT FESTIVAL FAIRGROUNDS

EVENT PLANNING CHECKLIST

BOOKING PROCESS

	Due Date	Completed
* Signed Agreement Submitted	_____	_____
* Deposit submitted with Agreement	_____	_____
* Submit Certificate of Insurance	_____	_____
* National Peanut Festival listed as additional insured	_____	_____
* Certificate valid for entire period (move-in and move-out)	_____	_____

PRELIMINARY FLOOR PLAN SUBMITTED TO FACILITY MANAGER

***A preliminary floor plan is due to your Facility Manager for review and Fire Marshal approval (if applicable) PRIOR to selling exhibit space**

FOOD/BEVERAGE AND/OR ALCOHOL SAMPLING OR SELLING AT AN EVENT

Must get writtinen approval from Executive Director prior to selling booth space.

DUE 60 DAYS PRIOR TO MOVE-IN DATE

* Labor Requests (Security, medical, guest services and any box office staff.)	_____	_____
* Special Licenses and or permits-City of Dothan, ABC Board	_____	_____
* Floor Plans submitted to Facility Manager for approval	_____	_____
* Begin to coordinate food, beverage and alcohol needs with Executive Director and your Event Manager.	_____	_____
* Food, Beverage, & Alcohol Samping Forms submitted/approved	_____	_____

ALL ADVERTISING AND/OR MEDIA PUBLICATIONS SUBMITTED FOR APPROVAL

All Media and advertising related material are required to be reviewed and approved by the National Peanut Festival Fairgrounds Executive Director prior to public release to ensure proper logos and information.

DUE 30 DAYS PRIOR TO MOVE-IN DATE

* Event specifications submitted to Facility Manager	_____	_____
* Detailed schedule of events, event agenda	_____	_____
* Final facility floor plan setup requirements	_____	_____
* Electrical and IT requirements	_____	_____
* Audio/Visual needs	_____	_____
* Final event security staffing and posting plan	_____	_____
* Obtain estimate of expenses from your Event Manager	_____	_____

DUE 14 DAYS PRIOR TO FIRST LICENSED DATE

* Final Event Specifiications submitted to Event Manager	_____	_____
* Charges or revisions to specifications and diagrams submitted	_____	_____
* Final labor requests confirmed	_____	_____
* Sign and return estimate of expense to Executive Director	_____	_____
* Final deposit submitted, if applicable	_____	_____

DUE 1 WEEK PRIOR & ON-SITE

Any change or adjustments in event requirements- Update Facility Manger
 Sign and return updated estimates of Expenses to Executive Director, if applicable.
 Schedule Post-Event meeting with Executive Director and Facility Manager

GENERAL INFORMATION

APPROVED VENDORS

From decorators to golf cart providers to DJs, the NPF has a list of approved vendors that can help you with your event.

AUDIO/VISUAL

The National Peanut Festival Fairgrounds has screens, projectors, and a PA system for your event. We also have a list of approved vendors including stagehands to handle all phases of your movin-in and move-out. Speak with the Executive Director or the Facility Manger to put you in touch with a vendor for your audio/visual needs.

BUILDING LAYOUTS/DIAGRAMS

Our Facility Manager can help you with building layouts for your event if needed. All building layouts must be approved by NPF prior to selling booth space.

CATERING

The NPF has a list of approved catering vendors for your event that can handle all food and beverage concessions at the National Peanut Festival Fairgrounds.

If the National Peanut Festival obtains an exclusive agreement with a soft drink provider, all water, soda and sports/energy drinks must be purchased from the exclusive soft drink provider.

No show producers, exhibitors or event attendees are permitted to bring outside food or beverage into the buildings at the National Peanut Festival for public or personal consumption unless specifically permitted in writing.

ELECTRICAL SERVICES

The NPF has exclusive contractors for all electrical services with a properly bonded, licensed, and insured contractors for all non-Fair events performed in venues. Please contact the Facility Manager, David Butterfield, for more information.

EQUIPMENT RENTAL

The National Peanut Festival has a variety of equipment available for your event use. You can order these items through the Executive Director, who will coordinate those needs based on your Event Floor Plan. A equipment rental form is included in this packet. Additional equipment or services are available, and pricing is available upon request.

EVENT INFORMATION

The National Peanut Festival wants to help promote your event through our complimentary services as accurately as possible. We offer free promotions through our website, Facebook, Twitter, Instagram, YouTube, Snapchat and Monthly Calendar push notifications on our app.

EVENT STAFFING

NPF can assist with all your staffing needs. We offer ticket sellers, ticket tellers, parking, security, and janitorial services as well as generic labor.

FOOD AND BEVERAGES

No show producers/promoters, exhibitors or event attendees are permitted to bring outside food or beverage into the buildings at the National Peanut Festival Fairgrounds for public or personal consumption unless specifically permitted in writing.

Vendors in shows may not do sampling of food and beverage, including alcoholic beverages, unless prior permission has been given in advance and in writing has been given in advance and in writing by NPF to show promoter. If NPF grants written permission in either instance, the show promoter shall be responsible for adherence to applicable State Health Department food handling and safety regulations and may be required to provide Host Liquor Liability Coverage or proof of other liquor liability coverage as required by the NPF.

JANITORIAL

All shows are required to use our exclusive housekeeping/janitorial company for any housekeeping needs, this includes maintaining restrooms, emptying trash, sweeping/mopping floors, cleaning windows and keeping all building entrances clean. In addition, they will clean up/restock restrooms after each event, as well as pull trash.

All events will have a cleaning fee of \$160 minimum for janitorial. This fee is not negotiable and could be higher based on the number of restrooms cleaned and the condition after the event. NPF has an exclusive contract for cleaning services and oversees final cleanup.

NPF staff will work with each show promoter prior to their event to schedule workers and ensure all your needs and requirements are met while being conscientious to your budget.

INSURANCE

All service providers must meet all insurance requirements and have a current service provider agreement on file to perform work on NPF property.

Prior to commencing work at the National Peanut Festival Fairgrounds, a Show promoter shall furnish a Certificate of Insurance to NPF including a provision that coverage may not be canceled, reduced, or allowed to expire without thirty (30) days' prior written notice to NPF. If information concerning cancellation, reduction or expiration of coverage is not timely furnished by the insurer, a show promoter shall have the absolute responsibility to timely inform the NPF. Proof of renewal or change of carrier shall be furnished by the insurer and/or a Show promoter in a timely manner.

INTERNET & WIRELESS SERVICES

Internet connectivity and networking services are exclusively provided by Pruitt Communications and Troy Cable Service. Access to vendor WIFI can be obtained with written permission from the Executive Director. A fee may be charged.

LARGE HEAVY EQUIPMENT

The National Peanut Festival owns and rents a lull and tractor. NPF has trained staff to operate them. To order these services, please contact the Facility Manager.

LOADING AREA STAFFING

NPF does not provide staffing for move-in, production or move-out processes. If it becomes necessary for NPF staff to act as loading attendants, the event will be billed at the prevailing hourly rate.

MARKETING OPPORTUNITIES

NPF has in-house marketing and media relations services that can assist show promoters in an advertising campaign. See the enclosed form for more information.

PUBLIC SAFETY (Medical & Fire Watch)

The NPF has an exclusive contract with Pilcher's Ambulance Service and the Dothan Fire Department. Medical Personnel are required if 1,000 or more attendees are anticipated for an event or if the activities of the event warrant. For staffing charges, contact the Executive Director. If you need additional public safety, please contact the Executive Director.

SECURITY

The National Peanut Festival does not provide 24-hour security. For security needs for your venue and throughout the event, please contact the Executive Director.

TICKETS

The National Peanut Festival Fairgrounds operates a ticket office outside the main gate of the National Peanut. Ticket sales for individual events will be handled directly by the events and show promoters. If the show promoter cancels the event, all refunds shall be issued at the point of purchase.

NPF can be contracted to provide online ticket sales as well as outlets and box office. NPF uses Saffire Ticketing Systems to provide this service. All fees associated with online sales, box office, ticket scanners, equipment and processing fees must be paid by the event promoter.

**EQUIPMENT RENTAL
ORDER FORM**



Event _____

Date(s) _____

Contact _____

Phone _____

Email _____

Please submit this form to the Executive Director so that we can arrange your setup needs.

ITEM DESCRIPTION	QUANTITY	PRICE
8' Tables		\$6.00
8' Tables (including set up)		\$8.00
5' Tables		\$8.00
5' Tables (including set up)		\$10.00
Chairs		\$1.00
Chairs (including set up)		\$2.00
Bleachers (100 seat)		\$200.00
Bleachers (50 seat)		\$100.00
Podium		\$30.00
Picnic Tables- each		\$30.00
Bicycle Rack (8' sections) each		\$10.00
Pipe and Drape (each back curtain with 2 sides) each		\$5.00
Stage (4' x 8' sections) each		\$15.00
Orange Safety Cones each		\$1.00
Ice Machine Daily Use (on site) each		\$10.00
Interior 55 gallon trash can each		\$5.00
Trash per 8 yds used		\$200.00
Lull use per day		\$500.00

RETURN TO:

Executive Director

National Peanut Festival/// 5622 US Hwy 231 S/// Dothan, AL 36301

email: tony@nationalpeanutfestival.com or fax (334) 793-3247



JANITORIAL STAFF ORDER FORM

- * Please submit this form to your Facility Manager so that we can arrange for your janitorial needs.
- * Hourly Rate is \$20.00/hour/person. Minimum 4 hours per staff member.

DATE	DAY	TIMES NEEDED	TOTAL HOURS	NUMBER OF STAFF
	Sunday			
	Monday			
	Tuesday			
	Wednesday			
	Thursday			
	Friday			
	Saturday			

SECURITY ORDER FORM

(Off-duty

armed or T-shirt security available)

Event _____ Date(s) _____

Contact _____ Phone _____

Email _____

- * Please submit this form to your Facility Manager so that we can arrange for your security needs.
- * Hourly Rate is (Armed) \$45.00/hour/person. (T-shirt) \$30/hour/person. Minimum 4 hours per staff member.

DATE	DAY	TIMES NEEDED	TOTAL HOURS	NUMBER OF STAFF
	Sunday			
	Monday			
	Tuesday			
	Wednesday			
	Thursday			
	Friday			
	Saturday			

NOTE: If you have any questions on your exact needs for janitorial or security, please consult the management team for assistance.

Return to: Executive Director***National Peanut Festival***5622 US Hwy 231 S, Dothan, AL 36301
 email: tony@nationalpeanutfestival.com or fax at 334-793-3247

**DIGITAL READER BOARD
REQUEST FORM**



Event _____ Date(s) _____
Contact _____ Phone _____
Email _____

Please submit this form to the Executive Director so that we can schedule the digital reader board for your event.

Do you want to advertise on the digital reader board? Yes
 No

Date(s) digital reader will run: _____ - _____ \$200/per week

INFORMATION

*Quantity based on a PER WEEK charge and based on availability.

** Minimum exposure: 20x/hour Maximum exposure: 40x/hour

IMAGE SPECIFICATIONS

Art pixels: 560W by 400H

Colors: RBG

File Type: Uncompressed JPEG

Resolution: 72ppi

IF SUBMITTING A LOGO

Logo Pixels: No less than 250 (WxH)

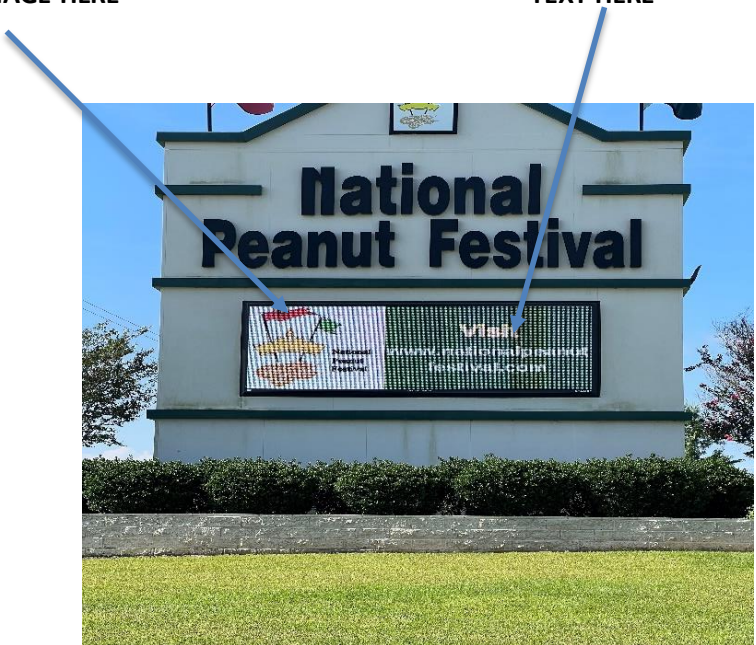
Colors: RGB

File Type: PNG with Transparent Background

Resolution: 72ppi

CLIENT IMAGE HERE

TEXT HERE



Return to: Executive Director, National Peanut Festival, 5622 US Hwy 231 S, Dothan, Al. 36301
email: tony@nationalpeanutfestival.com fax: (334) 793-3247