



2024 Charlotte Pride Vendor Frequently Asked Questions (FAQs)

How does the application process work?

Once you complete and submit your online application, we will review the application for completeness and accuracy. We may attempt to contact our new vendors via phone to review the application and confirm information. If everything checks out and vendor space remains for your type of vendor, we will email you an approval notice and your payment will be processed through Eventeny. Your participation is not considered final until payment is received, and you are sent a final approval email. Payment is due upon approval. Additionally, all vendors will be required to attend an in-person or online training to ensure all policies are followed appropriately. Charlotte Pride reserves the right to approve or deny a vendor application for any reason.

What is the mandatory festival orientation meeting?

To participate in our 2024 Charlotte Pride Festival, you must attend our festival orientation meeting that will give you an in-depth look at all procedures, rules, and regulations, as well as an overview of the festival zone and what to expect OR you may complete an online orientation and quiz to prove your awareness of policies and procedures. At this meeting, we will present the final site layout. It is required for you to have at least one member of your team present at the orientation meeting or complete the training prior to the event. Failure to do so will result in removal from the festival. **Our 2024 meeting is scheduled at the Charlotte Pride offices (1900 The Plaza, Charlotte, NC 28205) from 3 - 5pm on 7/27/2024.**

How long does it take to hear back?

As we continue to determine the capacity of our 2024 event, we will work through applications as quickly as possible. Participants will be notified by the middle of the following month if their application was received by the end of the previous month.

Notification Deadlines and Dates:

- Submission by February 29 - Notice by March 17
- Submission by March 31 - Notice by April 15
- Submission by April 30 – Notice by May 15
- Submission by May 31 – Notice by June 17
- Submission by June 21 (Final Deadline) – Notice by June 30

Please do not email Charlotte Pride requesting status updates before your submission notice date. If you have not been contacted by your appropriate notification date, please email vendors@charlottepride.org and a member from the team will get back to you.

How many vendors will you have?

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It depends. There are several factors we look at, one of which is the size of the footprint. We also look at the types of vendors applying, and we do limit applications if we get too many of a single type of vendor applying (i.e., t-shirt vendors, pride merchandise vendors). Not only do we want to have a successful event for ourselves, but we also want the event to be successful and profitable for our retail/commercial vendors.

How much does it cost to be a vendor?

Booth Fees	Single Space	Double Space	Triple Space
Grassroots Nonprofit/Political Groups/Candidates (Gross Receipts/Campaign Budget Under \$100k)	\$200	\$400	n/a
Small Nonprofit/Political Groups/Candidates (Gross Receipts/Campaign Budget Between \$100k – 500k)	\$300	\$600	n/a
Medium Nonprofit/Political Groups/Candidates (Gross Receipts/Campaign Budget Between \$500k-\$1 million)	\$400	\$800	n/a
Large Nonprofit/Political Groups/Candidates (Gross Receipts/Campaign Budget Over \$1 million)	\$600	\$1,200	n/a
Retail/Commercial/For-Profit	\$650	\$1,300	n/a
Snacks	\$650	\$1,300	n/a
Neighborhood Market	\$300	n/a	n/a
Food	\$1,300	\$2,500	\$3,700

- All spaces for retail, commercial, political, and nonprofit vendors include a 10 x 10 space with one 6-foot table and two chairs.
- Food vendors may select up to four tables per space at no additional cost. Food vendor fees include electricity.
- Neighborhood Market vendors receive a single 6-foot table and two chairs and share space with other similar vendors in a large tent.

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Rental Items and Fees	Cost
Tent Rental	\$450
Tent Wall Rental	\$50/side
Additional Table	\$30/each
Additional Chair	\$10/each
Electrical Access	\$400
TFE Permit Fees (Food Vendors Only)	\$75
Bag of Ice	\$10/bag
Returned Check Fee	\$25 + applicable bank charge
Refund/Cancellation Fee	\$75/space

Some retail/commercial/for-profit will be required to sponsor instead of participating as only a vendor. If you have questions, please email meredith@charlottepride.org. Registration fees cover both days of the festival.

Do you offer refunds?

Requests for refunds must be made in writing to Charlotte Pride and received by Charlotte Pride no later than July 19. Absolutely no refund requests will be processed after this date. All refund requests, if approved, will be subject to a \$75 processing fee.

What are the festival hours?

August 17th, 2024 from 12pm – 10pm

August 18th, 2024 from 12pm – 6pm

Where do I park?

Charlotte Pride does not provide parking for the festival or parade. There are several public parking decks and lots, as well as on street parking available within easy walking distance of the festival zone. Please make sure you adhere to all City parking rules and regulations. We recommend checking the following websites for parking/transportation options:

<https://parking.com/charlotte/neighborhoods/uptown>

<https://www.charlottenc.gov/CATS/Home>

What if my organization is also participating in the parade?

Someone from your organization must complete a separate parade application, or your group will not be considered for the parade.



What do the registration fees include?

Standard registration fees include the space and one table and two chairs. Tents and electricity are not included in the standard fee and are available for rental. Tent anchors are required for those bringing a tent and cannot be rented.

How big are the vendor spaces?

Single vendor spaces are 10x10 and include one table and two chairs. Additional vendor spaces are available up to a 10 x 20 for an individual vendor.

What size are the tables that are provided in the booth?

All booths will be provided a 6ft table.

I need a little more space than a 10x10 spot, what can I do?

Vendors are not permitted to use the sidewalks or tree planters or expand outside of their 10x10 space. Doing so may incur penalties and fines. Please contact our Vendor Coordinator at vendors@charlottepride.org if you have questions.

Should I bring my own tent?

Absolutely! Each vendor is required to either bring their own tent or to rent a tent in advance from Charlotte Pride during the application process. Maximum tent size should be 10' x 10'. Please note, that all tents do require appropriate weights. You must have appropriate weights or you space may be shut down. The Charlotte Fire Department (CFD) requires a 40lb weight/anchor for each tent leg. This is equivalent to a filled 5-gallon water bucket with lid. All participants bringing their own tents must supply 40lb weights on each leg of their tent.

Is water available on site?

Hydrant water will be available at multiple locations to fill buckets and other utility needs. Drinking water will be available for purchase through our information/ticket tents.

What about electricity?

We will have a limited number of vendor spaces available on our power grid, and these are available on a first come, first served basis. We do charge access fees to help us offset the cost of the generators. If you need electricity, be sure to indicate this on your application. Electricity cannot be requested at a later date. The electricity available will be 110v/15A. If you need different accommodations, please contact our Vendor Coordinator at vendors@charlottepride.org prior to submitting your application.

Can I bring my own generator if I have one?

No. For safety and security reasons, we do not allow any personal generators of any kind.



Can I use the outlets in the tree planters?

No, the City of Charlotte controls the tree planter outlets and they may not be used. More than likely, the City will turn them off for the duration of the festival.

Where is the festival at this year?

The festival will be held in Uptown Charlotte. Final locations will be made public over the early Summer, and your location will be assigned by the orientation in July.

Can I request a specific spot/location at the festival?

We make every effort to accommodate vendor location requests. However, for logistical and other reasons, this is not always possible. Requests for specific placement on the festival footprint will be considered, but we CANNOT guarantee fulfillment of such requests. Vendor placement is at the sole discretion of Charlotte Pride.

Can I share a space with another vendor?

Yes. We allow our vendors to share spaces at no additional charge provided the name of the organization sharing the booth is provided within your application. Booth fees for shared spaces will be based on the most expensive vendor type participating (i.e., a nonprofit and corporation sharing a booth will pay the corporate rate).

Can I use a trailer or vehicle as my booth?

You can, but this will likely affect your load in/out time and location; vendors with vehicles or trailers in their spaces will need to load in late Friday evening. Please contact our Vendor Coordinator at vendors@charlottepride.org with further questions.

When is load-in/out?

The Charlotte Pride Operations Team will provide specific load-in/out instructions and times once final logistics have been worked out, typically about two weeks before the festival. All vehicles must be clear of the festival footprint two hours before the festival opens on Saturday and Sunday, and no vehicles will be allowed back onto the site until enough patrons have left that it is deemed safe. The safety of the public is our highest priority.

Can I bring my car onsite for load-in/out?

Yes. Vendors will receive instructions prior to the festival about when and where to load into the site. Cars will be allowed on site for the times specified in those instructions, but not before or after those times. Cars will not be permitted on site for load out until it is deemed safe to do so by the Charlotte Police Department and Charlotte Pride.

Is there help available to unload/load?



We will not be able to provide assistance for vendor load-in/load-out. Please plan to complete that with your team.

Can we leave our merchandise out overnight between Saturday and Sunday?

There will be very limited overnight security on the festival footprint, primarily for the stage and operational items. Charlotte Pride cannot guarantee the safety of merchandise and other equipment left out overnight. Charlotte Pride is not liable for any vendor property left on site and leaving anything overnight is done at your own risk.

Can I sell "Charlotte Pride" merchandise?

"Charlotte Pride", "Charlotte Pride Festival & Parade", Charlotte Pride logo(s), and their derivatives are trademarks of Charlotte Pride, Inc., and may not be used without permission. Please contact our Communications Manager Liz Schob at lizs@charlottepride.org for more information.

What about any permits, licenses, insurance, or sales tax?

Vendor is responsible for obtaining, at own expense, any necessary permits, licenses, and/or insurance that may be required by the City of Charlotte and/or Mecklenburg County, and/or the State of North Carolina. Vendor is responsible for any applicable North Carolina sales/use tax registrations, collections, and remittances.

Can I sell/distribute beverages?

No. Beverage sales are a major fundraising activity for Charlotte Pride and help pay for the festival. We reserve all rights to the sale and distribution (including free) of all alcohol and other beverages during the event. You may not sell or distribute any beverages without prior consent from us.

Can I buy ice at the festival?

Absolutely! We sell bags of ice through our information/ticket tents and will be available for pickup at designated times. Bags are \$10/each.

What if it rains?

The Charlotte Pride Festival is a rain or shine event. In the event of severe weather, the Charlotte Police Department may request that the event be temporarily closed for the safety of the public.

I have a different question.

Please email our Vendor Team at vendors@charlottepride.org. We'll get back to you as soon as possible.