



2019 Middleburg HEALth Fair & 5K

Dear Potential Participant:

We would like to invite you to participate in Middleburg's 2019 HEALth Fair & 5K which will take place on Saturday March 30th, 2019 from 8:00 a.m. - 1:00 p.m. The HEALth Fair celebrates Middleburg's adoption of the National Healthy Eating and Active Living (HEAL) resolution (www.healcitiescampaign.org), and will be held in the Ballroom and Terrace Room of the Middleburg Community Center.

As last year, we will be focusing on making healthy living FUN with a HEALTHY PASSPORT TREASURE HUNT. Upon entering the fair, visitors will be given a Healthy Passport which, when completed, will be worth gifts and prizes. When they visit your booth, talk with them about your product(s) and/or services and then stamp (which will be provided) their 'passport'. Once the visitor has stamps from 90% of the booths, they will be able to submit their Healthy Passport for a gift and as an entry for a chance to win other prizes that will be drawn at the end of the fair (see below).

At your booth, please offer valuable information or small giveaways to encourage visitors to spend time learning about your business. Please consider sponsoring one of the larger giveaway prizes that will be drawn at the end of the fair.

HEALth Fair & 5K Participation Opportunities

VENDOR/PRESENTATION SPACES will be in the Ballroom. Each space measures approximately 6' deep x 8' wide with NO space between vendors. The fee for each space is \$25.00, which includes a table and chair. Set up time will be available on Friday March 29th from 2:00 p.m. - 5:00 p.m., and Saturday March 30th beginning at 7:00 a.m.

HEALth Fair SPONSORSHIP OPPORTUNITIES are available at \$100.00 per sponsor, with sponsor's being featured on the HEALth Fair website (heal.middleburg.com/), Facebook page (facebook.com/HEALExpo/), individual Instagram posts (instagram.com/gogreenmiddleburg/), logos on the reusable shopping bag which will be given to all visitors to the event and on the banner inside the venue. Your logo, together with a selection of other business sponsor's logos, will be on display for months and possibly years following the event as visitors shop locally and beyond!

GIFT CARDS - please consider donating a selection of gift cards. We are seeking a number of \$5.00 and \$10.00 gift cards which will be given to all attendees, and \$25.00 gift cards as 'Healthy Passport' draw prizes which winners will then exchange for goods and services in the corresponding businesses, with an expectation that they will in fact go on to spend more and visit more often.

GIFT BASKET PRIZE - one of the larger prizes will be a basket consisting of local goods, so if you have any suitable, branded goods to donate, please do so and get your name in front of more attendees.

GRAND PRIZES - In addition to the gift basket drawing we would like several other grand prize drawings. The monetary value for these prizes would be in the \$75 to \$100 range. Suggestions might include hair and nail services, massage, fitness classes and the like.

DONATIONS would be gratefully accepted to support this community event - thank you.

5K RACE SPONSORSHIP OPPORTUNITIES should be addressed to Teri Domanski, (540) 687-8067 or teridm@mindspring.com - race T-Shirt sponsorship is \$500.00 per sponsor with the sponsor's logo being featured on the back of the race T-Shirt.

PRESENTATIONS, on suitable subject matter concerning healthy eating and active living, will take place in the Main Level Terrace Room. Each presenter will be allocated 20 minutes, with a 5 minute set up and then transition time following the presentation for the next presenter. There will be a projector and screen available. We would hope that each of the presenters will also consider taking a vendor/presenter space in the Ballroom in order to be able to follow up with interested attendees/customers.

If you are interested in participating in the HEALth Fair, please complete and mail:

- The enclosed form
- For Ballroom booth space, a check for \$25.00 payable to Town of Middleburg
- For sponsorship logo space, a check for \$100.00 payable to Town of Middleburg

IF YOU PLAN TO SELL ITEMS AT THE FAIR AND DO NOT HAVE A CURRENT TOWN BUSINESS LICENSE: You will need to obtain a one day Town License (\$10.00) which you can obtain at the Town Office, 10. West Marshall St, Middleburg, VA 20117 - (540) 687-5152.

Please send your completed application with check payable to Town of Middleburg to:

Middleburg HEALth Fair
P. O. Box 877
Middleburg, VA 20118

The last day to receive vendor applications is Friday March 1st, 2019. Selections will be made in relation to the HEAL Mission of promoting Healthy Eating and Active Living and on a first come first served basis. Please note that the HEALth Fair may fill up quickly and before the deadline. If you have any questions, please call either: Lindsay Watts, Woody McMahon or Nancy McMahon.

Thank you!

Lindsay Watts
linswatts@yahoo.com
HEALth Fair Chair
(434) 305-2785

Woody McMahon
woody@sequoiahealth.com
Sequoia Health and Fitness
(703) 628-2880

Nancy McMahon
nancy@sequoiahealth.com
Yoga Workz
(703) 597-8981

Healthy Living Active Living - H.E.A.L.

Middleburg HEALth Fair Saturday March 30th, 2019 Application

*Please mail this completed application and check made payable to
Town of Middleburg with '2019 HEALth Fair' in the memo line*

Only those businesses reflecting the Healthy Eating Active Living mission will be considered. The committee reserves the right to refuse any application. If your booth has special needs requirements or is higher than 4 feet at any point, please let us know. Spaces are approximately 8 feet wide and 6 feet deep, with NO space between booths. Please plan accordingly.

The last day to accept registrations is Friday March 1st, 2019. If you have any questions, please call either: Lindsay Watts (434) 305-2785, Woody McMahon (703) 628-2880 or Nancy McMahon (703) 597-8981.

Contact Name _____
Business Name _____
Business Mission _____
Address _____
Contact Phone _____
Email _____

Interested in: Presentation (20 minutes in Terrace Room): _____

Booth (\$25.00 each), includes 1 table and 1 chair - please let us know if you do not need a table or chair. Tablecloths will not be provided.

Do you need electricity, LIMITED NUMBER AVAILABLE Yes ___ No ___

_____ x 6' x 8' Booth space reservations (\$25.00 each)
_____ x event logo sponsorships (\$100/logo)
_____ x \$5.00 gift cards for attendees upon entering the fair
_____ x \$10.00 gift cards as Healthy Passport draw prizes
_____ x \$25.00 gift cards as Healthy Passport draw prizes
_____ x other non monetary/branded Healthy Passport draw prize(s)
(description) _____

Total Due \$ _____ Payable to Town of Middleburg

Donation \$ _____ Payable to Town of Middleburg - thank you!

\$10.00 Town License fee (ONLY needed if you sell at the event and DO NOT have a current Town License). Please contact the Town Office (540) 687-5152

Please send your application and check made payable to:
Town of Middleburg, P. O. Box 877, Middleburg, VA 20118