



National Folk Festival

Jackson, Mississippi

nationalfolkfestival.com

82nd National Folk Festival Marketplace Vendor Guidelines

The National Folk Festival is coming to Jackson, Mississippi, from 2025-27, with Jackson’s inaugural festival launching November 7 – 9, 2025. The festival is now accepting vendor applications for the Festival Marketplace. Downtown Jackson will come alive for three days of FREE outdoor music, non-stop dancing, family activities, storytelling, crafts demonstrations, parades, and so much more—don’t miss out on being part of this transformative cultural experience. Vendor applications are available via the festival website.

The Festival Marketplace at the National Folk Festival exclusively features the juried, handmade creations of the finest artists and craftspeople from the State of Mississippi and the Deep South. Priority will be given to artists from Mississippi. The Marketplace will include both deeply traditional crafts and more contemporary artistic expressions.

Important Dates

Applications Open	February 18, 2025
Early Bird Application Deadline	March 14, 2025
Early Bird Notification of Acceptance by Email	April 1, 2025
Final Application Deadline	May 19, 2025
Final Notification of Acceptance by Email	June 16, 2025
Contracts sent out by	July 7, 2025
Deadline for Postmark of fully-executed Contract and Vendor Fees	August 4, 2025
Deadline for Tax Information & Proof of Insurance/Waiver	August 18, 2025
Marketing Materials Electronically Distributed to Marketplace Vendors	August 29, 2025
Cancellation for Refund	September 1, 2025
Participation Details Emailed to Vendors	October 20, 2025
82nd National Folk Festival	November 7–9, 2025



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Application Process

Applying vendors are required to submit the following by no later than **May 19, 2025**:

1. A **completed and successfully submitted marketplace vendor application**
2. At least **four (4) current photographs** of their of their artistic work to be sold
3. At least **one (1) current photograph** of their booth sales operation
4. A **non-refundable \$35 application fee** must be submitted with your online application by credit card

Applicants will receive email confirmation of their successful submission. If you **DO NOT** receive a confirmation, your application was not successfully submitted and therefore will not be considered. Festival organizers may request clarification. Failure to provide requested clarification is grounds for rejection.

Applications do not guarantee acceptance. Vendors must apply each year; acceptance in a previous year does not guarantee acceptance in future years.

Selection Process

The Festival Marketplace at the National Folk Festival exclusively features the juried, handmade creations of the finest artists and craftspeople from the State of Mississippi and the Deep South. Priority will be given to artists from Mississippi. It will include both deeply traditional crafts and more contemporary artistic expressions.

The number of Festival Marketplace vendors selected for the 82nd National Folk Festival will depend on the final site design layout. The Festival anticipates that with good weather, more than 60,000 - 80,000 individuals will attend over the course of the weekend and that between 35 and 40 vendor spots may be available to meet the demands of this crowd size.

In order to ensure quality and integrity, a committee selects vendors based on a set of criteria that includes:

- artistry
- distinctiveness
- craftsmanship
- traditionality (if applicable)
- connection to state/regional/local traditions
- artist's relationship to his/her/their cultural/artistic community
- booth presentation



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The committee reviews all applications and selects vendors who best meet these criteria.

Eligible items include, but are not limited to:

- pottery
- jewelry
- paintings*
- quilts
- custom furniture
- sculpture
- mixed media*
- textile art
- stained and blown glass
- photography
- woodwork
- packaged made-in-Mississippi/Deep South food products

* For vendors interested in selling paintings or mixed media, the artist may sell prints of an original work as long as the original work is displayed at the Festival.

Ineligible items include, but are not limited to:

- work made from store-bought kits or molds
- commercial reproductions
- alcohol or tobacco products
- imported finished goods
- manufactured items that have been assembled

Additional notes for applicants:

- Vendors offering activities or services such as face painting or photo booths will not be considered.
- All packaged food items sold must be made in Mississippi or the Deep South.
- The Festival strives to present a well-rounded Marketplace; therefore, we may limit multiple vendors showcasing similar items.
- Final notification of acceptance will be communicated no later than **June 16, 2025**.
- The National Folk Festival reserves the right to deny any application without explanation.

Marketplace Hours of Operation

Friday:	5:00pm to 10:00pm
Saturday:	11:00am to 10:00pm
Sunday:	11:00am to 6:30pm

Note: Marketplace vending hours may vary slightly from overall Festival hours. Final hours will be confirmed in contract.



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- Booths must be staffed and serving to the public during all contracted hours of operation.
- The festival goes on rain or shine unless extraordinary weather presents a safety issue. All vendors are expected to be open during the hours listed above unless they are notified by Festival personnel.
- The National Folk Festival can draw very large crowds (more than 60,000 people over three days). Vendors are strongly encouraged to have booths staffed by more than one person to allow for breaks, large crowd size, and busy marketplace times.

Booth Pricing & Payment

Vendor fees cover all three days of the festival. The basic vendor fee is **\$350**. The booth fee includes:

- 10'x10' space in the Marketplace tents
- Two (2) chairs (upon request)
- One (1) 20 Amp (2000 watt / 120 volt) single outlet electrical service
- Ambient tent lighting
- Security for Friday and Saturday night (fixtures and materials are left overnight at the vendors' risk- vendors should obtain their own insurance for coverage of personal property)

A limited supply of larger booth spaces may be available. You may apply for two contiguous spaces. The booth fee would be doubled to **\$700**.

8' tables can be rented from the festival for an at-cost fee of \$12 per table

Refunds

- No refunds for cancellations after **September 1, 2025**
- No refunds for inclement weather
- No refunds for failure to pass health inspection

Booth Operation Guidelines

Vendor Placement & Space Details

- The Festival will assign the booth location for each vendor. Our aim is to place vendors who sell similar products in different areas of the Marketplace. Please understand that



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Festival Marketplace vendor placement is subject to change if there are changes to the Festival site.

- The Festival provides tented space. Marketplace vendors may NOT bring their own tent or canopy.
- Vendors may not trade, switch, or set up in another area, without approval from the Festival.
- Typically, Marketplace tents will be 20'-100' long. As such, a single tent may accommodate two to ten 10'x10' booth spaces.
- Marketplace tents are 20' deep. Vendors are limited to exhibiting only within their 10'x10' space. Each booth space will be fronted by a 10'x10' public space also covered by the Marketplace tent.
- Vendors can apply for one (1) space or two (2) contiguous spaces. Booth spaces come in ten-foot increments. If you apply for 2 spaces, the booth fee is double.
- Due to site limitations, vendors will not have access to the back of their vendor space. Please plan accordingly.
- Any special needs requests regarding booth size or placement must be included on the vendor application. The Festival accommodates special needs on a case-by-case basis; charges may apply.
- Dedicated Wi-Fi service is not guaranteed in the Marketplace. Vendors needing a reliable internet connection should plan to provide their own hotspot service.
- No space will be held without a completed contract and full payment of the contract fee.

Booth Operation

- Vendors must restrict activities to their booth space.
- No space-sharing or subletting will be permitted, nor can the vendor assign the contract to another party.
- Vendor booths must be fully operational at the time the Marketplace officially opens each day and remain fully operational until the Marketplace closes each day.
- Vendors may not advertise outside of their booth space. (This includes but is not limited to: the use of rovers, flyers, and sandwich boards.)
- Raffles are not allowed.
- Generators are not allowed.
- Playing amplified music from your booth is prohibited. (An exception will be made for musical instrument makers who may demonstrate their instruments and allow customers to try them out.)
- Vendor is responsible for a clean booth area, free of debris.



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- Vendors may sell ONLY the type of work the Festival has invited them to sell (indicated on contract).
- The Festival encourages vendors to perform ongoing demonstrations within their booths.
- Demonstrations emitting loud noises (instruments or machinery), strong odors, or those that involve any activities deemed disruptive by the festival are not permitted.
- Vendors should furnish sufficient change for their sales transactions. The Festival cannot provide change to vendors.
- The Festival provides ambient lighting. Vendors are responsible for bringing their own display lighting.
- Total electrical load cannot exceed a 120 amp 120 volt circuit.
- Vendors must comply with all logistical regulations.
- In the event of a dispute, the decision of the Festival organizers will be accepted as final.

Packaged Food Products, Made in Mississippi / Deep South

Only pre-packaged and prepared off-site food products intended for take-home or gift use will be approved. Those vendors offering samples must adhere to the following:

- Samples must be no more than ¼ of a normal service size.
- Only samples that can be served at room temperature will be allowed.
- Samples cannot be offered outside vendor's booth space.
- No cooking or heating of samples will be permitted.
- Vendor must adhere to Mississippi State Health Department guidelines pertaining to food sampling.

Marketing

All Festival marketplace vendors will receive the following marketing benefits:

- A listing on the Festival's website, with a link to the vendor's website or social media (if submitted).
- A listing in the Festival's official program guide

Taxes & Insurance

Taxes

Vendors are responsible for all local, state, and federal taxes.



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- Vendor acknowledges and understands that they are responsible for sales and use tax and shall in no way hold the City of Jackson, the State of Mississippi, or its representative responsible for any type of permits other than for the Festival itself. Vendor is responsible for the acts, and all costs associated with, any and all its employees and volunteers. No Vendor shall hold itself out as an Agent of the City of Jackson.
- You will need a Mississippi Sales Tax ID number by the time the Festival takes place on November 7, 2025. If you have a Mississippi Sales Tax ID number, please include it in your application.
- To look up your sales tax number online, visit: [Mississippi Secretary of State / Business Portal](#). There is no fee for this.
- Not having a Mississippi Sales Tax ID number at application time will not affect the decision to accept or reject an applicant.

Insurance

The Festival disclaims any authority of control over the operation of vendors.

- Vendors assume all rights and responsibilities for the conduct of their operations including, but not limited to: obtaining liability and general coverage insurance for vendor-related activities adhering to all local and state ordinances and regulations.
- Vendor acknowledges and understands that they are responsible for providing proof of liability insurance to National Folk Festival producers.
- If Vendor does not hold liability insurance, Vendor may instead sign a waiver releasing National Folk Festival producing partners from any claims of liability associated with Vendor's participation in the Event.
- The Festival does not have separate vendor coverage under any insurance it may maintain.

Thank you for reading through all of the marketplace vendor guidelines!

If you have any questions about these guidelines or the application process, please email marketplace@nationalfolkfestival.com