

VENDOR PACKAGE FOR THE NIGERIA CULTURAL PARADE AND FESTIVAL



Dear Business Representative:

Culturally Naija and WeLead, Inc. invites you to participate as a vendor at the 2021 Nigeria Cultural Parade and Festival, held **Saturday, October 2, 2021** from 9 a.m. to 4 p.m. at Root Memorial Square near the Toyota Center at 1400 Clay Street. The Festival will provide a platform to network and allow business-to-business exchange in the areas of education, cultural arts, healthcare, retail and technology. It is our expectation that the synergies formed on this platform will help advance and create awareness about the Nigerian community. We hope that you will join us in this movement to connect the diaspora, the International Community and the city of Houston.

The Nigerian Cultural Parade & Festival in honor of Nigerian Independence Day is expected to attract spectators from across many demographics and cultural backgrounds, while featuring participants from across the greater Houston Metropolitan area. The parade will create a positive atmosphere of cultural awareness and promote tourism to the Houston community regardless of their ethnic and religious backgrounds by highlighting the positive contributions of Nigerians. This event will showcase the Houston business community and present an opportunity to engage in a family-friendly affair.

We invite you to participate as a vendor and are confident that your support will be an opportunity to expand your market share, increase product awareness and usage, and establish an image of good business citizenship in the community. Enclosed, you will find the **Nigeria Cultural Parade and Festival Vendor Application** that includes vendor information and **early bird rates** to be a vendor at the festival. Exhibits selling similar items are limited; therefore, applications with payment are processed in the order they are received, and must be received by the deadline – **Tuesday, August 3, 2021**. Please be sure to complete the application in its entirety. Failure to do so may hinder the processing of your application. If you have any questions or concerns, please contact us at (832) 452-7784 or info@weleadinternational.com.

Jane Udoewa
Culturally Naija, Founder
(832) 858-0726
info@culturallynaija.com

Linda Anukwuem
WeLead Inc., Executive Director
(832) 452-7784
info@weleadinternational.com



VENDOR INFORMATION (Please read):

1. **General:** The Nigeria Cultural Parade and Festival be held on Saturday, October 2, 2021 from 9:00 am to 4:00 p.m. at the Root Memorial Square by the Toyota Center, 1400 Clay Street, Houston, TX 77002
2. **Table Size:** The standard table size is 6' long. Extra tables are available for an additional cost.
3. **Festival Booking:** To reserve a space at the Festival:
 - a. Submit a completed application
 - b. Vendor fee is required. Space will be held upon receipt of paymentAll payments must be received before the event date or the reservation may be forfeited.
4. **Payments:** Cash, checks, cashier's checks, and money orders along with Visa and MasterCard via PayPal are all acceptable forms of payment. Payments received are non-refundable and non-transferable. All costs for collections, including returned check fees, are the responsibility of the vendor. All monies received are deposited immediately into our financial institution.
5. **Exhibit assignments:** Exhibit spaces are assigned based on the date full payment is received. All space assignments are at the sole discretion of Culturally Naija & WeLead; however, Culturally Naija & WeLead will consider requests of paid vendors. We will limit the number of spaces selling similar items. Therefore, we will accept the first completed applications received (with payment). First come, first serve.
6. **No Sharing:** There will be only one (1) vendor per space. (No sharing of spaces.)
7. **Timing on Day of Marketplace:** Vendors may be on site at or after 7:30 a.m. and must be ready for business by 9:00 a.m. If an exhibitor fails to occupy their space by 9:00 a.m., the space may be reallocated or reassigned. **Vendors may start disassembling their areas no earlier than the specified ending hour of the festival (4 p.m. on Saturday).** Root Memorial Park must be cleared by 5:00 p.m.
8. **Vendors May Not Sell:** Alcohol, beverages, water, soda, drinks of any kind, or any **illegal** products.
9. **Sales Tax:** Sales tax must be included on all items sold. It is your responsibility to collect and pay this tax. Only items listed on the vendor application or communicated in writing, and approved may be sold. Vendors caught breaching this mandate will be removed.
10. **Waste Disposal:** It is the sole responsibility of each vendor to keep his/her booth and their surrounding areas clean. Vendors will be shown the nearest garbage/receptacle at the beginning of the Festival.
11. **Rain Policy:** The Marketplace will be held rain or shine and no refunds will be granted due to weather.
12. **Pre-printed signs:** Pre-printed space and menu signs are required. **No hand-written signage is allowed.**
13. **Product/Service Exclusivity:** Product/service exclusivity is not guaranteed through this reservation, including brand exclusivity.
14. **Cancellation and Moving of Venue:** Culturally Naija & WeLead, Inc. reserves the right to cancel this event at any time prior to the date of the event with refund of all amounts paid by participants to Culturally Naija & WeLead Inc. Otherwise all payments are non-refundable. Culturally Naija & WeLead Inc. reserve the right to move the event's location at any time up to one week prior to the event with communication to all involved parties.



VENDOR APPLICATION

Company/Business Name		
Contact Person	Title	
Address		
City	State	ZIP
Phone Number	Alternate Phone Number	
E-Mail Address	Website	

DETAILED INFORMATION

Description of Products/Services: (please provide details)	Vendor Booth: (includes 2 vendor parking passes, 1 table, & 2 chairs)		
	1 Standard Rate – Early Bird Rate until June 1st	<input type="checkbox"/>	\$150
	1 Non-Profit Rate – Early Bird Rate until June 1 st (501c3 Verification Required)	<input type="checkbox"/>	\$100
	1 Standard Rate	<input type="checkbox"/>	\$200
	1 Non-Profit Rate - (501c3 Verification Required)	<input type="checkbox"/>	\$150
	1 Sponsor Rate Table (Verification Required)	<input type="checkbox"/>	Free
	Additional Marketing:		
	Full Page Advertisement – Souvenir Booklet	<input type="checkbox"/>	\$150
	Half Page Advertisement – Souvenir Booklet	<input type="checkbox"/>	\$75
	Quarter Page Advertisement – Souvenir Booklet	<input type="checkbox"/>	\$45
	Business Card Listing – Souvenir Booklet	<input type="checkbox"/>	\$20
	Additional Equipment:		
	Additional Tables with chairs		
	Quantity 0 x \$50	=	
For more information to place an advertisement, please download the Advertisement Form on www.nigeriaculturalparade.com	GRAND TOTAL		

**Please return application and payment by Tuesday, August 3, 2021.
Application may be faxed to (832) 365-7983.**

Remit application and payment to:
WeLead
Attn: Nigeria Cultural Parade
P.O. Box 6601
Houston, TX 77265