



Bonnaroo: "One of the 50 Moments that Changed the History of Rock & Roll"
- Rolling Stone

From June 10-13, 2010, 90,000 people will gather at Bonnaroo, for a four day music and camping extravaganza that offers a rich and varied celebration of the live music experience. Bonnaroo 2010 will feature Kings of Leon, Stevie Wonder and Jay-Z. With past headliners like Bruce Springsteen, Phish, The Police, Metallica, Pearl Jam, Tool, Radiohead, Dave Matthews Band, The Dead, Bob Dylan, and Widespread Panic, Bonnaroo features many of the top artists in the grassroots rock genre, along with hosts of acts in complementary styles such as jazz, bluegrass, and electronica. In its eight years of existence, a staggering range of artists have performed at Bonnaroo, from veteran legends such as James Brown, Neil Young, and Emmylou Harris, to hip-hop groups like Jurassic 5 and the Roots, to eclectic singer-songwriters Ben Harper and Jack Johnson to indie darlings such as Modest Mouse and Mars Volta.

In addition to 12 music stages at Bonnaroo, there is a 100-acre entertainment village that features round-the-clock attractions and activities including an arcade, cinema, comedy festival, yoga classes, a micro brew festival, and a music technology village, not to mention over a hundred vendors, cafes, and concessionaires providing high quality crafts and foods.

Since its inception in 2002, Bonnaroo has become a landmark event revered as "Festival of the Year" by Pollstar, Spin, and Rolling Stone. In 2002, Rolling Stone called Bonnaroo "the most ambitious festival of the year." In 2003, the same publication named it "the American rock festival to end all festivals." In 2004, The New York Times noted, "Bonnaroo, in just its third year, has already revolutionized the modern rock festival." In a special issue of Rolling Stone, Bonnaroo was named one of the 50 moments that changed the history of rock & roll. Each year a DVD has been created to commemorate what is noted as a historic event. For more information go to www.Bonnaroo.com.

The Site

The site is a 700 acre farm in Manchester Tennessee, 60 miles southeast of Nashville. While the majority of the land is used for camping and parking, approximately 100 acres is used for performance and central gathering areas. Gates to the camping area open on Thursday morning, and close Monday afternoon.

The Main Stage venue (capacity 90,000 people) and the Second Stage venue (capacity 30,000 people) are the two main performance areas, open from approximately noon until midnight each day Friday through Sunday.

Centeroo is a 24-hour gathering place, featuring three large music tents, a Comedy Theatre, The Broopers Festival which features microbrews from all regions of the U.S., the Bonnaroo Market (craft and merchandise vendors), Planet Roo (the green village) an array of food and beverage vendors, several cafes with live entertainment, an arcade tent, cinema and several other special events. Most activities and vendors in Centeroo operate 24 hours, and there is live music in tent venues from approximately 12:00 noon until 8:00 pm and then from 12:00 midnight until 5:00 am.





2010 VENDING INFORMATION

VENDING LOCATIONS

Vending spaces are being offered at Bonnaroo at three different locations: Bonnaroo Market, Main Venue, & Campground. Each is explained below.

Bonnaroo Market (including Planet Roo) - Centeroo

The Bonnaroo Market (including Planet Roo) opens Thursday, June 10th at noon and remains open 24 hours a day until Sunday night, June 13th after the headliner is finished.

Vendor hours:

Tuesday 6/8	12:00pm – 6:00 pm	Vendor Check-in
Wednesday 6/9	8:00 am – 12:00 noon	Vendor Check in
Wednesday 6/9	8:00 am – 6:00 pm	Vendor Set up
Thursday 6/10	12:00 noon – 2:00 am Friday	Required to be open
Friday 6/11	10:00 am – 2:00am Saturday	Required to be open
Saturday 6/12	10:00 am – 2:00am Sunday	Required to be open
Sunday 6/13	10:00 am – 10:00 pm	Required to be open

Although individual booth open hours are required as listed above, because of the extensive schedule of music and activities in Centeroo, many vendors choose to remain open 24 hours.

Main Venue

There are a limited number of vending spaces available in the Main Venue, which is where the main stage of the festival is located.

Vendor hours:

Wednesday 6/9	12:00 noon – 4:00 pm	Vendor Check-in
Thursday 6/10	8:00 am – 4:00 pm	Vendor Check-in/ set up
Friday 6/11	12:00 pm – 12:00am	Required to be open
Saturday 6/12	12:00 pm – 12:00am	Required to be open
Sunday 6/13	12:00 pm – 12:00am	Required to be open



Campground

There will be one vending area in the campground that will be integrated into one of the service pods. The vending location is strategically located to maximize traffic from those who are camping farther away from the main festival venue.

The campground will be open from Thursday morning until Monday morning, 24 hours a day.

Vendor hours:

Wednesday 6/9	8:00 am – 4:00 pm	Vendor Check-in/ set up
Thursday 6/10	12:00 noon – 2:00 am Friday	Required to be open
Friday 6/11	10:00 am – 2:00am Saturday	Required to be open
Saturday 6/12	10:00 am – 2:00am Sunday	Required to be open
Sunday 6/13	10:00 am – 2:00am Monday	Required to be open

Many vendors will choose to remain open 24 hours.

VENDING CATEGORIES AND FEES

ARTIST/CRAFTER

To be considered in the artist/ crafter category, artists must make their products with their own hands. We are particularly interested in unique crafts. Priority will be given to those crafters who can demonstrate their craft on site (either the making of it or the use of it).

Bonnaroo Market (including Planet Roo) - Centeroo

The fee for an artist/ crafter space is \$1,100.00 for the duration of the festival. The fee includes a 10 x 10 space, a tent and basic electric service. It also includes three vendor passes that can access vendor camping. Additional vendor tickets must be purchased.

Main Venue.

The fee for an artist/crafter space is \$700.00 for the duration of the festival. The fee includes a 10 x 10 space, a tent and basic electric service. It also includes two vendor passes that can access vendor camping. . Additional vendor tickets must be purchased.

Campground

The fee for an artist/ crafter space is \$600.00 for the duration of the festival. It includes a 10 x 10 space as well as space to camp behind the booth. Vendors must purchase patron festival tickets independently.

VENDOR

To be considered in the vendor category, vendors sell merchandise that they do not make by hand.

Bonnaroo Market (including Planet Roo) - Centeroo

The fee for a vendor space is \$2,600.00 for the duration of the festival. The fee includes a 10 x 10 space, a tent and basic electric service. It also includes four vendor passes that can access vendor camping. Additional vendor tickets must be purchased. The opportunity to purchase more than one 10x10 space will be given to select vendors.

Main Venue

The main venue will be open from approximately noon until midnight Friday, Saturday and Sunday.

The fee for a vendor space is \$1,600.00 for the duration of the festival. The fee includes a 10 x 10 space, a tent and basic electric service. It also includes three vendor passes that can access vendor camping. Additional vendor tickets must be purchased.

Campground

The fee for a vendor space is \$1,500.00 for the duration of the festival. It includes a 10 x 10 space as well as space to camp behind the booth. Vendors must purchase festival tickets independently. For vendors located in the campground, there will be a camping area directly behind each booth for a limited number of people

SPONSOR

For vendors or companies seeking additional presence at the festival, there are sponsorship opportunities available. Please contact:

Bonnaroo Sponsorship
Superfly Productions
64 W. 3rd St.
Suite 205 / 206
New York, NY 10012
sponsor@bonnaroo.com

VEHICLES

The Bonnaroo Market area is an artistically designed flowing area in Centeroo featuring many fine artists. In order to preserve the condition of the walking paths, vehicles will not be permitted to drive on any of the grass. When you arrive you will be directed to the closest road access. There will be trailers available to help you transport your wares, but you should come prepared with a hand truck or wagon with wide rubber tires. Camping is not permitted at your booth.

After initial set up in Centeroo and the Main Venue, all vehicles must be moved to vendor camping. For those of you that need to restock each day, arrangements can be made with one of the Market Coordinators. No vehicles (including golf carts) will be allowed in Centeroo unless you have received prior written permission from Bonnaroo.

In the campground, each booth will be able to have one vehicle parked directly behind their booth.

VENDOR CAMPING

Vendor camping will be in a new location this year. If you or your staff has special needs, please note that in the application form.

For vendors located in the campground, there will be a camping area directly behind each booth for a limited number of people.

PAPERWORK

Each vendor will be required to provide a certificate of liability insurance, proof of Workers Compensation coverage, a Tennessee sales tax certificate and a Coffee County Transient Business License. Those vendors accepted to the festival will receive an outline of the necessary paperwork with your acceptance letter. Participation in Bonnaroo 2009 does not guarantee a space in Bonnaroo 2010..

HOW TO APPLY

Please complete the attached application form, along with any pertinent photos, samples or information, and return it via US Mail to:

Bonnaroo Music Festival
PO Box 788
Waitsfield, VT 05673

Applications must be received by March 5, 2010 to be included in the initial review and acceptance process. Applications will continue to be accepted after March 5 until all spaces are filled.

If you send samples and would like them returned, please enclose a self addressed stamped envelope. Otherwise they will not be returned. Our primary method of sending out information is via e-mail. If you do not regularly check your e-mail or prefer us to send the information via US Mail please note that on the application form. Please address any questions you may have in writing and enclose with your application form. All proposals will be reviewed, and a letter will be sent to you indicating whether or not you have been accepted.



CRAFTER VENDOR APPLICATION

Name: _____

DBA: _____

Address: _____

Phone: work: _____

home: _____

e-mail: _____

mobile: _____

(e-mail will be our primary method of correspondence with you unless you note otherwise)

1. What type of vending space are you interested in?

Bonnaroo Market/ Planet Roo

Artist/ crafter

Vendor

Main Venue

Artist/ crafter

Vendor

Campground

Artist/ crafter

Vendor

2. Please list all items that you would like to sell and corresponding prices.

(Please use reverse side if you need more space)

3. If you are using anything electric other than lights please list all items here with power requirements.

4. What experience do you have vending to a large crowd? Please list references, with names and phone numbers.

**5. Please describe the appearance of your set up (tents, signs, banners, products etc.)
Please include photos.**

6. Any other information that we should know about your operation. (please use other side)

