

# Welcome Letter



We Be LIT Children's Literacy Festival  
Event Name: We Be LIT Children's Literacy Festival  
Hosted by: Life is A Ballroom, LLC  
Founder: Junita Pullins  
Email: [junitapullins@gmail.com](mailto:junitapullins@gmail.com)

Dear Authors, Vendors, and Volunteers,

On behalf of **Life is A Ballroom, LLC**, it is my pleasure to welcome you to the **We Be LIT Children's Literacy Festival**. We are truly honored that you are considering joining us for this exciting community event dedicated to celebrating **literacy, creativity, and the joy of reading**.

**We Be LIT** stands for "**Literature Inspires Tomorrow's Readers**". Our mission is to create an engaging and inspiring experience where children and families can discover books, meet authors, explore their imagination, and develop a lifelong love of reading.

This festival will bring together:

- Children's authors and illustrators
- Local businesses and vendors
- Literacy organizations and educators
- Community volunteers
- Families and young readers

Together, we will create a vibrant space where children can **experience the magic of books through storytelling, crafts, performances, and interactive literacy activities**.

### **Your Role in the Festival**

Each participant plays an important role in making this festival a success.

**Authors** will have the opportunity to connect with young readers, share their stories, and inspire the next generation of writers and dreamers.

**Vendors** will bring creativity, resources, and products that enhance the literacy experience for children and families.

**Volunteers** will help ensure the festival runs smoothly while supporting our mission of promoting literacy in the community.

Your participation helps create an event that is not only fun, but meaningful and impactful for the children we serve.

### **Our Vision**



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The **We Be LIT Children's Literacy Festival** is designed to become an **annual community event** that celebrates books, culture, imagination, and education.

Our long-term vision is to:

- Increase access to children's books
- Highlight diverse authors and storytellers
- Encourage reading and creative expression
- Build strong partnerships within the community

With your support and participation, we can create an unforgettable experience for hundreds of children and families.

Please review the application form included in this packet and submit it along with any required information.

Once applications are reviewed, you will receive confirmation and additional event details including:

- Festival schedule
- Vendor and author setup information
- Event guidelines
- Promotional opportunities

Thank you for your interest in being a part of the **We Be LIT Children's Literacy Festival**. Your support helps us build a stronger community through literacy, creativity, and education.

We look forward to working with you and welcoming you to this exciting celebration of books and imagination.

With appreciation,

**Junita Pullins**  
Founder & Event Director  
**We Be LIT Children's Literacy Festival**  
CEO, Life is A Ballroom, LLC  
[junitapullins@gmail.com](mailto:junitapullins@gmail.com)  
862-444-8677



# Vendor & Author Pricing Structure





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## **Vendor & Author Pricing Structure**

### **Author Alley**

Type	Price
Standard Author Table	\$75
Premium Author Table (near stage)	\$125

#### Includes

- 6-8 ft table
- 2 chairs
- Author listing on website
- Festival promotion

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### **Vendors**

Type	Price
Literacy / Education Vendor	\$125
General Vendor	\$175
Food Truck Vendor	\$250

#### Includes

- 10x10 booth space
- Vendor listing on festival website
- Social media promotion

### **Add-Ons**

Electricity: \$25

Corner Booth: \$50

Featured Vendor Spotlight: \$75

# Author Agreement



## AUTHOR APPLICATION FORM

**We Be LIT Children's Literacy Festival**  
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**Email:** junitapullins@gmail.com

### Author Information

**Author Name:** \_\_\_\_\_

**Pen Name (if applicable):** \_\_\_\_\_

**Publishing Company (if applicable):** \_\_\_\_\_

**Email Address:**  
\_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Website / Social Media** \_\_\_\_\_

### Book Information

**Title of Book(s):**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Genre / Age Group

- Picture Book
- Early Reader
- Middle Grade
- Young Adult
- Educational
- Other: \_\_\_\_\_



### **Author Activities**

Would you like to participate in any of the following?

- Live Book Reading
- Panel Discussion
- Book Signing
- Storytime Session

### **Vendor Table Information**

Each author will receive:

- 1 table
- 2 chairs
- space to sell books

### **Author Fee:**

<b>Standard Author Table</b>	<b>\$75</b>
<b>Premium Author Table (near stage)</b>	<b>\$125</b>

### **Payment Information**

Payment must be submitted upon approval.

Accepted Payment Methods:

- PayPal- [junitapullins@gmail.com](mailto:junitapullins@gmail.com)
- Zelle- 862-444-8677
- CashApp \$junitatpullins

### **Agreement**

By signing below, I agree to participate in the **We Be LIT Children's Literacy Festival** and comply with all event guidelines.

Signature:

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Date: \_\_\_\_\_

# Vendor Agreement



## VENDOR APPLICATION FORM

### We Be LIT Children's Literacy Festival

**Event Name:** We Be LIT Children's Literacy Festival

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**Email:** junitapullins@gmail.com

### Vendor Information

**Business Name:** \_\_\_\_\_

**Vendor Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Business Website / Social Media:** \_\_\_\_\_

### Vendor Category

- Children's Products
- Books / Educational Materials
- Crafts
- Apparel
- Toys
- Literacy Organizations
- Other: \_\_\_\_\_

### Description of Products

Please briefly describe the items you will be selling:

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### Vendor Booth

Each vendor booth includes:



- 1 six-foot table
- 2 chairs
- vendor listing on festival website

**Payment Information**

Payment must be submitted upon approval.

Accepted Payment Methods:

- PayPal- junitapullins@gmail.com
- Zelle- 862-444-8677
- CashApp \$junitatpullins

**Vendor Fee:** \$\_\_\_\_\_

**Special Requests**

- Electricity Needed
- Additional Space
- Tent Space

Details:

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## Vendor Conduct & Behavior Policy

The **We Be LIT Children's Literacy Festival** is a family-friendly community event designed to celebrate literacy, creativity, and education. All vendors are expected to conduct themselves in a professional and respectful manner throughout the duration of the event.

### Professional Conduct

Vendors must maintain a welcoming and respectful environment for all attendees, including children, families, volunteers, authors, and other vendors.

The following behavior is expected:

- Professional and courteous interaction with guests and staff
- Respect for fellow vendors and event participants
- Compliance with all festival rules and venue regulations

### Prohibited Conduct

The following behaviors are strictly prohibited:

- Disruptive or aggressive behavior
- Offensive language or inappropriate conduct
- Selling items that are not family-appropriate
- Playing excessively loud music that disrupts nearby vendors
- Unauthorized sharing of vendor spaces

The **We Be LIT Festival organizers reserve the right to remove any vendor** who violates these standards.

Vendors removed from the event due to misconduct will **not receive a refund**.

### Product Guidelines

All products sold must be appropriate for a **family-oriented children's event**.

Items that may be restricted include:

- Explicit or inappropriate materials



- Offensive merchandise
- Items unrelated to the event or not listed in the vendor application

Festival organizers reserve the right to request the removal of items that do not align with the event's mission.

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## **Vendor Setup & Breakdown Policy**

### **We Be LIT Children's Literacy Festival**

To ensure the event runs smoothly for all participants, vendors must follow the setup and breakdown procedures outlined below.

#### **Setup Time**

Vendors will receive a designated setup window prior to the start of the festival.

All vendors must:

- Arrive within the scheduled setup window
- Fully set up their booth before the event opens
- Be ready to welcome attendees at the official start time

Late arrivals may result in loss of vendor space without refund.

#### **Booth Space**

Each vendor will be provided with the following:

- One vendor table (unless otherwise specified)
- Two chairs
- Assigned vendor space

Vendors are responsible for bringing their own:

- Table coverings
- Display materials
- Extension cords (if electricity is requested)



Vendors must remain within their assigned space and may not expand beyond the designated booth area.

### **Festival Hours**

Vendors are expected to remain open and operational for the **entire duration of the festival**.

Early breakdown or departure disrupts the event experience and is not permitted unless approved by festival organizers.

### **Breakdown Procedures**

Breakdown will begin **only after the official end of the event**.

Vendors must:

- Clean their booth area
- Remove all personal materials and trash
- Leave the space in the same condition in which it was received

Failure to comply may affect eligibility for participation in future **We Be LIT festivals**.

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### **Agreement**

By participating in the **We Be LIT Children's Literacy Festival**, vendors acknowledge and agree to follow all policies outlined by festival organizers.

### **Agreement**

By signing this form, I agree to follow all vendor policies and event guidelines.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Food Vendor Agreement



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## FOOD VENDOR APPLICATION

### Vendor Information

**Business Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

\_\_\_\_\_

### Food Truck / Food Vendor Details

Type of Food Served:

- BBQ
- Ice Cream
- Caribbean
- Snacks
- Drinks
- Other: \_\_\_\_\_

### Required Documentation

Please provide the following:



- Food License
  - Health Permit
  - Liability Insurance
- 

### Space Requirements

- Food Truck
- Tent Setup

Electricity Needed?

- Yes
  - No
- 

**Vendor Fee \$250.00**

- Food Vendor Fee: \$\_\_\_\_\_Paid
- 

### Agreement

I certify that my food business meets all local health and safety regulations.

Signature: \_\_\_\_\_

# Volunteer Agreement



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## VOLUNTEER APPLICATION

### We Be LIT Children's Literacy Festival

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#### Volunteer Information

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Emergency Contact: \_\_\_\_\_

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#### Volunteer Interests

Please select areas you would like to help with:

- Registration Table
- Author Support
- Children's Activities
- Craft Station
- Stage / Event Support



- Setup Crew
  - Cleanup Crew
- 

### Availability

- Full Day (7AM-5PM)
  - Morning (7AM - 12:00PM)
  - Afternoon(12:00PM- 5:00PM)
- 

### Experience

Have you volunteered at events before?

- Yes
- No

If yes, briefly describe:

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### Agreement

I understand that volunteering at this event is unpaid and I agree to follow all event policies.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*Participants will receive a signed Certificate of participation with included Volunteer hours

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