



44th Annual Oktoberfest

Saturday, October 4, 2025 11AM-4PM
Hosted By: Martinsville Uptown

Martinsville UP TOWN

Rain Date: Saturday, October 11, 2025

It's going to be another great Oktoberfest! The rules for spaces and vendors are outlined below. Please call the Martinsville Uptown office at 276-632-5688 or email kimberly@mhcchamber.com with any questions. Thank you for your interest and we look forward to seeing you there!

VENDOR REGISTRATION GUIDELINES

A registration fee must be paid along with a signed release and registration form. The deadline for entries will be July 31, 2025. [Any registration accepted (space permitting) after July 31 shall be charged a \$10.00 late fee in addition to the regular cost of their space.] Booths should be open from 11:00AM until 4:00PM. Registration for 2025 is as follows:

- Individuals and businesses (including food vendors) may reserve one or more 15-foot spaces for a fee per space.
 - Spaces are **\$40 each on or before July 31, 2025.**
 - Spaces will be **charged a \$10 late fee on or after August 1, 2025, making the fee \$50 per space.**
 - There will be no refunds given for payment of Oktoberfest regardless of registration date.**
 - Registrations will be accepted after July 31, 2025 **if there are spaces available. *No location requests or special requests will be accepted after July 31, 2025. Chamber's Partnership for Economic Growth/Martinsville Uptown reserves the right to limit similar vendors.***
 - Uptown businesses that will be open for business during Oktoberfest and wish to set up a booth outside their building may reserve **one** space for free. These businesses **MUST** fill out a registration form and turn it in to Martinsville Uptown by July 31, 2025. ***If an Uptown business wishes to utilize more than one 15-foot space, additional spaces must be purchased.***
- Martinsville Uptown cannot guarantee your placement on the Festival map if registration is received after September 4, 2025.
 - Any type of RETAIL ITEMS OR HANDMADE ARTS & CRAFTS may be sold. NO FLEA MARKET/SECOND HAND ITEMS will be permitted.
 - Martinsville Uptown reserves the right to accept **TWO** like direct sales vendors. Like vendors will be separated on opposite sides of the festival.
 - Martinsville Uptown will only be accepting **15** "information only" booths ~ whether political candidates, non-profits or businesses.
 - Vendors are responsible for paying sales tax. Any questions regarding sales tax, please contact the City of Martinsville's Commissioner of Revenue's Office at (276) 403-5131.
 - **FOOD ITEMS must comply with all Health Department & Virginia Department of Agriculture & Consumer Services (VDACS) regulations. By registering as a vendor, you are stating that you will follow all regulations. For more information, visit: <https://www.vdacs.virginia.gov/food-dairy-and-foods.shtml>.**
 - Any performances of any sort (ie. Dramas, Music, Dances, Demonstrations, etc.) **MUST** be approved by Martinsville Uptown staff prior to Oktoberfest. Details of such performances should be emailed to kimberly@mhcchamber.com.
 - Martinsville Uptown reserves the right to reject any application, prior to or the day of Oktoberfest, if items for sale or performances do not comply with these rules. Any vendor rejected prior to the day of the event will be notified as soon as possible.

FOOD VENDOR REGISTRATION GUIDELINES

- All food vendors must adhere to Health Department regulations. All food service vehicles or units must be inspected before being used. **YOU ARE RESPONSIBLE FOR CONTACTING THE HEALTH DEPARTMENT prior to the event; please contact the Health Dept at 276-638-2311 at least 30 days in advance of the event. Anyone selling food that is prepared during the event MUST contact the Health Department!!**
- All mobile food vendors (food trucks & trailers), **MUST** contact Martinsville Fire & EMS at least 30 days prior to

Oktoberfest for an inspection. Please contact Martinsville Fire & EMS at 276-403-5205.

• All baked goods and food not requiring inspection by the VA Department of Health must follow Virginia Department of Agriculture & Consumer Services regulations. By completing the Oktoberfest 2025 registration form, vendors are acknowledging they are selling food by the designated regulations.

• YOU ARE RESPONSIBLE FOR PAYING CITY FOOD TAXES the day of Oktoberfest; please contact Amanda Beasley at 276-403-5133.

• In order to avoid duplication of similar food items being sold by multiple vendors, Martinsville Uptown reserves the right to limit the number of sellers of specific food varieties on a first-come, first-serve basis.

GENERAL INFORMATION AND RULES FOR ALL VENDORS

• ALL OKTOBERFEST VENDORS MUST FOLLOW ALL COVID-19 GUIDANCE IN PLACE AT THE TIME OF THE EVENT. This includes CDC and state guidance, in addition to any COVID-19 regulations and guidance from the Chamber's Partnership for Economic Growth (C-PEG).

• **VENDOR PACKETS WILL BE MAILED BY September 19, 2025.** Vendor packets will include your space number, location, **parking passes**, available parking areas, and any other pertinent data. The booth space location of individual vendors will not be released prior to the mailing. If you have not received your packet by September 26th, please contact the Martinsville Uptown office.

• ***Martinsville Uptown will try to accommodate location requests received by July 31, 2025, but vendors are not guaranteed a specific location regardless of date of application, booth assignments from prior years, requests, etc. If you would like to request a specific location, please note it on the top right corner of your application. Please be specific with your location request by describing the area.***

• This event is hosted rain or shine and no fees will be refunded for any reason.

• **The back side of all booths must be set up on the sidewalks.** Tents are permitted, though many spaces are uneven and many spaces will require that the front of the tent sit in the street with the back on the sidewalk. (Most tents have adjustable legs to accommodate uneven ground.) **Vendors may not block store entrances.**

• Spaces may be set up between the hours **8:00AM and 10:15AM** on Saturday, October 4th. You may go directly to your marked spaces; there is no need to report to anyone. **PARKING PASSES MUST BE DISPLAYED IN YOUR DASH TO BE ALLOWED INTO THE FESTIVAL LOOP. VENDORS WILL NOT BE ALLOWED TO ENTER THE LOOP FOR SETUP WITHOUT PARKING PASSES.** Parking passes will be included in all vendor packets. **If additional passes are required, or you register after packets have been mailed, contact us immediately to coordinate obtaining the necessary parking passes.** All vehicles must be off of the streets by 10:15am. **Due to pedestrian traffic, no vehicles will be allowed on the streets until after 4:00PM.** Anyone with a vehicle on the street between **10:15AM and 4:00PM** may be ticketed and towed by the Martinsville City Police Department. No vehicle may be on the sidewalks at any time.

• All vendors will be responsible for providing their own set-up materials including tables and chairs. In order to obtain electricity, arrangements must be made with a store that you are set up near or you must bring your own generator. **If you want to request that you be located in front of a business with power, you are free to do so, but there is no guarantee that any vendor will have access to power.** Martinsville Uptown will not be involved in arranging electricity for vendors. No one may connect to the City's electricity on the lampposts. Vendors must also be responsible for the safety of their items.

• Banners, flags, or other materials may not be tied or attached to any street post, light pole, sign, tree, or other City property.

• **Vendors are responsible for trash removal.** Trash will be picked up if placed in garbage bags and secured with ties. Garbage must not be thrown in boxes or other types of containers.

• WASTE (INCLUDING GREASE, FOOD & TRASH) SHOULD NOT BE LEFT IN PARKING LOTS, ON SIDEWALKS, ETC. VENDORS WHO DO NOT PROPERLY DISPOSE OF WASTE WILL BE FINED AND BILLED FOR THE CLEANUP OF THE WASTE.

• All vendors should clean up and depart from the festival location immediately following the event. **Additional staff time spent on site due to vendors taking excessively long to clean up will result in a fee to the vendor needing additional time.**

• Martinsville Uptown/Chamber's Partnership for Economic Growth (C-PEG), & M-HC Chamber of Commerce staff and volunteers will serve as "Marshals," and all questions, inquiries, and/or complaints must be directed to them. A member of the Oktoberfest volunteer committee will be present in the large parking lot on Bridge Street at all times.

• Martinsville Uptown/Chamber's Partnership for Economic Growth (C-PEG), & M-HC Chamber of Commerce reserves the right to change any rule/guideline of Oktoberfest 2025.

IMPORTANT DATES

Registration Deadline – *Wednesday, July 31, 2025*– registrations accepted for \$40 per space (*After July 31st late registrations will be accepted if space is available with an additional \$10 late fee*). (*No location requests accepted after July 31st*)

Vendor Orientation - If you are a first-time vendor, you are encouraged to attend orientation on Thursday, September 18, 2025 at 4PM to receive your packet. For vendors not able to attend, vendor packets will be mailed on Friday, September 19, 2025.

Vendor Packets Mailed - *Friday, September 19, 2025*

Oktoberfest - *Saturday, October 4, 2025*