



# Spoon River Valley

## Scenic Drive Associates

(A Not for Profit Corporation)

Greetings,

The Spoon River Valley Scenic Drive Associates are pleased to announce plans for the 44th annual Fall Festival. You will find enclosed the necessary information for vendor registration, dress, general requirements and program book advertising rates and deadlines. Please read all enclosures carefully for changes and new information.

**Before Sept. 1, 2011**, the Scenic Drive Associates Fall Festival registration fee is **\$100** for **non-Fulton County food vendors**. The registration fee for **all other vendors** is **\$50**. **After Sept. 1**, the fee for non-Fulton County food vendors is **\$150**. The fee for all other vendors is **\$75 after Sept. 1**. The money collected from registrations and advertising helps pay for publicizing the Fall Festival, Fall Festival Program Books, extra toilet facilities, road signs, publicity, promotion, entertainment and many other expenses associated with this highly successful Fall Festival. Directions and items of interest to our Fall Festival participants are printed below. Please keep this sheet handy for reference. Anyone who contacts an Area Representative or Site Manager of any of the Festival areas should enclose a self-addressed stamped envelope.

All vendors are invited and encouraged to send recipes for the Spoon River Valley Scenic Drive 2011 Cookbook. Recipes may be sent to: P.O. Box 525, Canton, IL 61520.

- FALL FESTIVAL DATES ARE THE FIRST TWO FULL WEEKENDS IN OCTOBER  
OCTOBER 1st & 2nd, 2011      OCTOBER 8th & 9th, 2011**
- THE REGISTRATION FEE FOR NON-FULTON COUNTY FOOD VENDORS IS \$100, after Sept. 1, \$150; ALL OTHER VENDOR REGISTRATION FEES ARE \$50, after Sept. 1, \$75. THIS INCLUDES 10% FOR THE FIRST \$500/\$1000 NET PROFIT. FEES AND FORMS RECEIVED AFTER JUNE 1 CANNOT BE LISTED IN THE FALL FESTIVAL PROGRAM BOOK.**
- ON THE FIRST DAY OF THE DRIVE, EACH CONTRIBUTOR WILL RECEIVE A 2011 CONTRIBUTOR SIGN FROM THEIR AREA REPRESENTATIVE TO BE PUBLICLY DISPLAYED SHOWING YOU ARE OFFICIALLY REGISTERED WITH THE SCENIC DRIVE ASSOCIATES. EACH VENDOR WILL ALSO RECEIVE A VENDOR RIBBON AND A PROGRAM BOOK.
- YOUR REGISTRATION FEE RECEIVED PRIOR TO JUNE 1 LISTS YOU IN THE FALL FESTIVAL PROGRAM BOOK.
- ALL VENDORS OR DISPLAY PRESENTERS ARE ENCOURAGED TO TAKE EXTRA ADVERTISING IN THE FALL FESTIVAL PROGRAM BOOK. THE ASSOCIATES STRONGLY FEEL THAT THOSE PROFITING FROM THE FALL FESTIVAL SHOULD FINANCIALLY HELP IN ITS PROMOTION.
- FOOD VENDORS SHOULD CONTACT THE FULTON COUNTY HEALTH DEPARTMENT FOR AN APPLICATION FOR A TEMPORARY FOOD SERVICE PERMIT. THE ADDRESS IS AS FOLLOWS: FULTON COUNTY HEALTH DEPARTMENT, ATT: ENVIRONMENTAL HEALTH, 700 E. OAK, CANTON, IL 61520. THE PHONE NUMBER IS (309) 647-1134. FOOD VENDORS SHOULD BE AWARE THAT
  - NO UNPASTEURIZED MILK OR MILK PRODUCTS MAY BE SOLD TO THE PUBLIC AND
  - NO HOME-CANNED GOODS IN ANY FORM CAN BE SOLD TO THE PUBLIC.
- ALL FOOD VENDORS MUST PROVIDE A CERTIFICATE OF PRODUCT LIABILITY INSURANCE TO THE DRIVE ASSOCIATES AT THE TIME OF REGISTRATION OR REGISTRATION WILL BE RETURNED. ALL FOOD VENDORS ARE REQUIRED TO HAVE PRODUCT LIABILITY COVERAGE.**
- 2011 REGISTRATION FORMS, ADVERTISING FORMS, CHECKS FOR FEE PAYMENT AND ANY VOLUNTARY TEN PERCENT FEES DUE FROM 2010 PROCEEDS SHOULD BE SENT TO:  
**GLEND A KAY PRATT, FALL FESTIVAL CHAIRPERSON, 10765 N. BEADLES RD., I PAVA, IL 61441. PHONE: (309) 753-0305.**
- ALL CHECKS SHOULD BE MADE PAYABLE TO: **SPOON RIVER VALLEY SCENIC DRIVE.**

**SPOON RIVER VALLEY SCENIC DRIVE FALL FESTIVAL CHAIRMAN**

**GLENDAY KAY PRATT**

**10765 N. BEADLES RD., IPAVA, IL 61441 PHONE: (309) 753-0305.**

**www.spoonriverdrive.org E-Mail - info@spoonriverdrive.org**

Below are the names, addresses and phone numbers of the Area Representatives. These are the persons you will deal directly with during the Fall Festival, 2011.

**YOU MUST SECURE PERMISSION TO DISPLAY IN AN AREA FROM THE DESIGNATED AREA REPRESENTATIVE OR SITE MANAGER BEFORE RETURNING YOUR APPLICATION FORMS.**

*Anyone contacting a representative by mail please include a self-addressed, stamped envelope.*

ASTORIA ..... ROSALIE BARRETT, P.O. Box 354, Astoria, IL 61501  
(309) 329-2657

AVON ..... BARBARA BAKER, P.O. Box 537, Avon, IL 61415  
(309) 465-3766

BERNADOTTE PARK / TOWN ..... ELAINE CHAMBERS, 6397 E. Holler Rd., Ipava, IL 61441  
(309) 753-8352

CANTON ..... CHAMBER OF COMMERCE, Canton, IL 61520  
(309) 647-2677 Ext. #2

CUBA ..... PEGGY HILTON, 103 E. Locust, Cuba, IL 61427  
(309) 785-3931

DUNCAN MILLS ..... LISA TUNNEY, 14867 E. Hoffman Rd., Lewistown, IL 61542  
(309) 547-2771

FAIRVIEW ..... ESTHER KEEFAUVER, Box 87, Fairview, IL 61432-0087  
(309) 778-2510

FARMINGTON ..... JAMES & TONI SMALLEY, 1910 N. Aspen Road, Peoria, IL 61604  
(309) 674-9107, REED PARK

FARMINGTON WEST ..... SHERI VERARDO, 11314 W. Maple Ridge, Glasford, IL 61533  
(309) 389-3101

CRAFTERS CORNER ..... CHRIS BEATY, 940 S. First Ave., Canton, IL 61520  
(309) 647-0400

IPAVA ..... JOE WHERLEY, 200 S. Hammond, Table Grove, IL 61482  
(309) 333-1504 or (309) 333-7985

LEWISTOWN / WATERFORD ..... DONNA DAVIS, P.O. Box 65, Lewistown, IL 61542  
(309) 547-2806

LONDON MILLS ..... VILLAGE OF LONDON MILLS, P.O. Box 347, London Mills, IL 61544  
Chrystal Angelo (309) 486-3610

PHEASANTS FOREVER SITE ..... DICK HART, (309) 742-8672  
or MIKE DORETHY (309) 486-3753

MT. PISGAH ..... JOHN WIEMERS, 29558 N. Mt. Pisgah Rd., Ellisville, IL 61431  
(309) 293-2028, (309) 351-0459

OLDE THYME GENERAL STORE ..... 11942 E. Route 116, London Mills, IL 61544  
BECKY POWELL, P.O. Box 03, Ellisville, IL 61431  
(309) 293-2030

SMITHFIELD ..... BILL SWANGO, 7838 E. IL 95 HWY, Smithfield, IL 61477  
RED BRICK SCHOOL: (309) 783-3283  
TOWN: RACHEL HANSON (309) 338-8477

*THE SPOON RIVER VALLEY SCENIC DRIVE ASSOCIATES REQUEST* that no exhibits detract from the type of program that depicts the days around the turn of the century; no new or used clothing, back yard or garage sales; REQUEST people to dress in turn of the century attire.

*SPOON RIVER VALLEY SCENIC DRIVE ASSOCIATES RESERVES THE RIGHT* to not accept any exhibitors they feel might not add to the Festival atmosphere.

# Fulton County Spoon River Valley Scenic Drive

## ADVERTISING INFORMATION

### ADVERTISING FOR COMMUNITIES, CORPORATIONS, ORGANIZATIONS OR INDIVIDUALS

Communities, large corporations, cultural and governmental organizations, or unions, as well as individual businesses and exhibitors desiring further publicity are invited to purchase advertising space in the official Fall Festival Program Book.

BELOW ARE THE SIZES AND RATES FOR THE OFFICIAL FALL FESTIVAL PROGRAM BOOK

*Please check the box of the ad size you would like, either in B&W or Color.*

	<b><u>B&amp;W</u></b>	<b><u>Color</u></b>
1/8 page: 3 1/4" x 2 1/4" Horizontal . . . . .	<input type="checkbox"/> \$35.00	<input type="checkbox"/> \$60.00
1/4 page: 3 1/4" x 4 3/4" Vertical . . . . .	<input type="checkbox"/> \$50.00	<input type="checkbox"/> \$90.00
1/2 page: 7" x 4 3/4" Horizontal . . . . .	<input type="checkbox"/> \$85.00	<input type="checkbox"/> \$160.00
Full page: 7" x 9 3/4" . . . . .	<input type="checkbox"/> \$160.00	<input type="checkbox"/> \$310.00
"Compliments of": 3 1/4" x 3/4" . . . . .	<input type="checkbox"/> \$10.00	<input type="checkbox"/> \$20.00

*("Compliments of" advertising messages are a limited ad of 10 words, provided for those people, organizations, and/or businesses that wish to financially help the Fulton County Spoon River Valley Scenic Drive.)*

If you have any questions or need additional forms, please contact the Fall Festival Chairperson:  
 Glenda Kay Pratt, 10765 N. Beadles Rd., Ipava, IL 61441 Phone: (309) 753-0305

**THE DEADLINE FOR PLACING ADS IN THE FALL FESTIVAL PROGRAM BOOK IS JUNE 1ST.  
 ADVERTISING COPY AND PAYMENT MUST BE SUBMITTED BY THE DEADLINE.**

***PLEASE FILL IN THE FOLLOWING INFORMATION COMPLETELY:***

Person, Business or Group Placing Ad \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

Ad Size Desired \_\_\_\_\_ Payment Enclosed \_\_\_\_\_

Brief description of your product \_\_\_\_\_

*For use with "Compliments of" ads only:*

Name(s) to be used after "Compliments of" \_\_\_\_\_

**MAKE CHECKS PAYABLE TO SPOON RIVER VALLEY SCENIC DRIVE**

Mail to: Glenda Kay Pratt, Fall Festival Chairperson, 10765 N. Beadles Rd., Ipava, IL 61441

For anyone who would like to bring special attention to their booth or business, this is an excellent opportunity with extremely reasonable rates. From the entire Fulton County Spoon River Valley Scenic Drive Associates . . .

*Thank You!!*

*Ad Size:*  
1/4 Page = 3<sup>1</sup>/<sub>4</sub>" x 4<sup>3</sup>/<sub>4</sub>"  
Vertical

B&W: \$50.00 • Color: \$90.00

*Ad Size:*  
1/8 Page = 3<sup>1</sup>/<sub>4</sub>" x 2<sup>1</sup>/<sub>4</sub>"  
Horizontal

B&W: \$35.00 • Color: \$60.00

*Ad Size:*  
"Compliments of" = 3<sup>1</sup>/<sub>4</sub>" x 3<sup>3</sup>/<sub>4</sub>"  
B&W: \$10.00 • Color: \$20.00

*Ad Size: Full Page = 7" x 9<sup>3</sup>/<sub>4</sub>"* B&W: \$160.00 • Color: \$310.00

*Ad Size:*  
1/2 Page = 7" x 4<sup>3</sup>/<sub>4</sub>"  
Horizontal

B&W: \$85.00 • Color: \$160.00