

2020 Las Cruces City Fest
9 a.m. – 8 p.m. Saturday, May 30
Downtown Las Cruces



Participation Interest Form

Name: _____

Business/organization: _____

Preferred phone #: _____ Email: _____

What focus area do you fall under? (Check all that apply)

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Arts & Music | <input type="checkbox"/> History & Culture |
| <input type="checkbox"/> Cuisine | <input type="checkbox"/> Outdoor Recreation |

What category do you fall under? (check one)

- | | |
|---|--|
| <input type="checkbox"/> Food vendor* | <input type="checkbox"/> Local/regional musicians/band |
| <input type="checkbox"/> Non-food vendor* | <input type="checkbox"/> Performance group |
| <input type="checkbox"/> Sponsor* | <input type="checkbox"/> Volunteer |
| <input type="checkbox"/> Talk/demonstration facilitator | <input type="checkbox"/> Downtown store front |

**Refer to explanation sheet. Vendors, sponsors will be required to pay a fee.*

Description of your services:

Return forms to elizabeth.vega@las-cruces.org or drop off/mail to Visit Las Cruces Office, 336 S. Main St. Las Cruces, NM 88001 during normal business hours. **Forms will not be accepted after April 17, 2020 for consideration in this year's event.** Filling out the form does not guarantee acceptance into the Las Cruces City Fest. Festival committee will inform participants on a rolling basis as to entry.

Explanation Sheet: **What is Las Cruces City Fest?**

Goal

To have an inclusive and diverse one-day festival that showcases Las Cruces and southern New Mexico in four key areas: arts and music, cuisine, history and culture, and outdoor recreation.

Objectives

- Provide opportunity for visitors to experience southern New Mexico in a creative and concise manner
- Provide opportunity for locals to appreciate their community's unique offerings
- Provide opportunity to showcase local businesses, services and organizations

Description

A full schedule of talks, performances, cooking demonstrations and vendors on the Plaza de Las Cruces, the Rio Grande Theatre, Klein Park, and store fronts from 9 a.m.- 8 p.m. (with afterparties possible). All programming spots will rotate around to various venues to allow attendees to experience as much of the festival as possible.

Participation Categories

Sponsor: Monetarily support LCCF; sponsorship activations such as marketing on social media, website and print media available. Also, booth space at event available at certain levels. Levels will range from \$250-\$3000 and some in-kind services may be considered.

Talk/demonstration facilitator: Volunteer your time and expertise by giving a talk or cooking demo on a topic applicable to LCCF. Examples include: History of Las Cruces, how to pack a daypack for hiking, making sopapillas, winemaking in southern New Mexico, etc.

Performance group: Dance or performing arts that showcases southern New Mexico culture and heritage; examples are ballet folklorico, mariachis, etc.

Downtown store front: located on Main St., Alameda St., Mesquite St. and surrounding area and willing to host a talk/demo/live performance. Depending on activity, business may cover expenses related to performance. If outside target area, please indicate on form.

Local/regional musicians/bands: Ability to perform 30-45 minute set without sound check ("plug and play") throughout the day on May 30. Will be paid performances and contracted through selected promoter. List genre of music in description of services.

Volunteer: Interested in coordinating event activities prior to May 30 or interested in volunteering day of LCCF.

Food vendor: Food truck or setup that creates and sells unique culinary treats with an emphasis on southern New Mexico flavor. Fee will vary depending on venue and vendors will not rotate between venues.

Non-food vendor: Local artisan creating and selling products that highlight southern New Mexico culture and heritage. Fee will vary depending on venue and vendors will not rotate between venues.