



THE GRAND AM
AUGUST 2-3, 2025
NEW CENTURY FESTIVALS
PORT JERVIS, NY
www.GRANDAMBBQ.COM

2025 Sponsorship Opportunities

The outdoor **Grand American Barbecue World Championship** (the “Grand Am”) is a free 2-day BBQ festival featuring great BBQ, live music, beer, cooking demonstrations, and all things BBQ! The event takes place at New Century Festivals in Port Jervis NY. Besides the BBQ festival, the Grand Am includes Invitational and Open BBQ competitions that will include world-class BBQ teams from across the United States, as well as international champions. More than 7,500 attendees are expected in the inaugural year.

PRESENTING SPONSORSHIP: \$20,000 (multi-year) to \$30,000 (single year)

Deadline: April 15, 2025

Overall Branding Visibility:

- **EXCLUSIVE!!** Name/Logo Association – Company name and/or logo directly associated with all uses of Event name and/or logo in all traditional media, as in “The Grand American Barbecue World Championship, Presented by ____”
- Category Exclusivity – no competing business in the same category can be a sponsor at *any level* if contract is finalized by February 28, 2025

Event Exposure:

- Opportunity to have your branded staff at event entry point to distribute company promotional items
- Exhibit Space includes: 20’x30’ tent (if desired), six 8’ tables, 12 chairs, 20 amp electric
- Logo on all Banners / Signage and 12’x 4’ company banner to be hung at Music Stage
- (24) complimentary “BBQ Pit Crew Pass” VIP offerings (\$1,200 value)
- (20) complimentary “Honorary BBQ Judge” VIP offerings (\$1,200 value)

Online Promotion:

- Marquee ad positioning on homepage of event website (300x250)
- Share of leaderboard ad rotation (728x90)
- Recognition on all consumer social media (paid and natural) – 30k followers in three Facebook pages
- Logo included as website Sponsor, on e-marketing efforts to consumers, and in attendee emails

Media Promotion:

- Co-branded half-page ad in Epoch Times Orange County Edition
- Logo display on 5,000+ posters and postcards
- Name recognition in at least (60) 30-sec radio ads
- Sponsorship of “BBQ Recipe” section in printed event guide
- Full-page ad in printed event guide
- Logo/recognition in any advertising (newspaper, magazine, social, TV, radio)
- Sponsor promotion in pre-show and onsite press initiatives
- Post-event marketing in festival highlight videos



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EXCLUSIVE SPONSOR OPPORTUNITIES – Deadline: April 15, 2025

STAND OUT from your competition with these exclusive on-site promotional opportunities. Sponsorships include recognition on event website and inclusion in social media, as well as bare exhibit space at the festival.

1) Music Stage Sponsor: \$5,000 (multi-year) to \$7,500 (single year) – EXCLUSIVE!!

Be the exclusive sponsor of the Music Stage and have your company name and logo printed on the banners that will frame our live entertainment, including the daily BBQ Awards Ceremony.

- Branding as Music Stage sponsor on any print or radio ads, and 20' Banner to be hung at Music Stage
- Opportunity to provide branded shirts for Music Stage announcer all weekend
- 20'x20' Bare Exhibit Space + 20 amp electric (*tents, tables, chairs not included but available at extra charge*)
- (6) Complimentary "BBQ Pit Crew Pass" VIP offerings for company use / client giveaway (\$300 value)

2) VIP Experience Sponsor: \$5,000 (multi-year) to \$7,500 (single year) – EXCLUSIVE!!

Gain visibility all weekend by sponsoring key components of the VIP Experience.

- Branded banners at VIP Express Lanes in BBQ and beer vendors, and Honorary BBQ Judging Area
- Logo branding on VIP lanyards for BBQ Pit Crew Pass and Honorary BBQ Judge attendees
- 20'x20' Bare Exhibit Space + 20 amp electric (*tents, tables, chairs not included but available at extra charge*)
- (6) Complimentary "BBQ Pit Crew Pass" VIP offerings for company use / client giveaway (\$300 value)

3) Demonstration Area Sponsor: \$4,000 (multi-year) to \$6,000 (single year) – EXCLUSIVE!!

Showcase your company at the Demonstration Area, where experts share BBQ and grilling tips (and samples), and kids compete in a cook-off.

- Branding as Demonstration Area sponsor on any print or radio ads, and Entrance Banner into area
- Opportunity to have your staff demonstrate BBQ and grilling tips, and serve samples
- 20'x20' Bare Exhibit Space + 20 amp electric (*tents, tables, chairs not included but available at extra charge*)
- (5) Complimentary "Honorary BBQ Judge" VIP offerings for company use / client giveaway (\$300 value)

4) Parking Sponsor: \$2,500 (multi-year) to \$4,000 (single year) – EXCLUSIVE!!

Promote your company from the street to the Concert entrance with branded signs throughout.

- Branded signs along main roadways, in onsite and off-site parking lots, and at main entrance
- 20'x20' Bare Exhibit Space + 20 amp electric (*tents, tables, chairs not included but available at extra charge*)
- (5) Complimentary "Honorary BBQ Judge" VIP offerings for company use / client giveaway (\$300 value)

5) Kid's Area Sponsor: \$2,500 (multi-year) to \$4,000 (single year) – EXCLUSIVE!!

Put your name front-and-center with a targeted family audience at a Kids Area with inflatable bounce houses, obstacle courses, games and more.

- Banner (provided by you) to be hung at the Kids Area entrance
- Logo inclusion on all directional signs leading to the Kids Area
- Recognition on Festival website as Official Kids Area Sponsor
- Opportunity to provide branded shirts for staff working the Kids Area
- 20'x20' Bare Exhibit Space + 20 amp electric (*tents, tables, chairs not included but available at extra charge*)

6) Just A Banner Sponsorship: \$1,000 for 2 banners (provided by Sponsor)

This simple sponsorship is perfect for those who can't appear in person for the weekend, or who just want to amplify their on-site presence. We'll hang (2) banners (provided by you) in high-traffic areas.

7) 1/2 Page Ad in Printed Event Guide: \$500



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SUPPORTING / PLATINUM / GOLD / LOCAL SPONSORSHIP OPTIONS

| | SUPPORTING \$7,500 (LIMIT 2) | PLATINUM \$6,000 | GOLD \$3,500 | LOCAL \$2,000 |
|---|--|----------------------------|------------------------|-------------------------|
| OVERALL EXPOSURE | | | | |
| Category Exclusivity | X | | | |
| EVENT EXPOSURE | | | | |
| Bare Exhibit Space | 20'x20' | 20'x20' | 10'x20' | 10'x10' |
| Complimentary tent (if desired) | 20'x20' | 20'x20' | 10'x10' | 10'x10' |
| Complimentary 20 amp electric | X | X | X | X |
| Complimentary 8' tables / chairs | 4 / 8 | 4 / 8 | 2 / 4 | 1 / 2 |
| Logo on Banners & Signage | X | X | X | |
| Call-outs from Main Stage | X | X | X | X |
| Complimentary "BBQ Pit Crew Pass" VIP offerings | 12 | 8 | 4 | 2 |
| ONLINE PROMOTION | | | | |
| Marquee ad position on homepage (300x250) | X | | | |
| Share of leaderboard ad rotation (728x90) | X | X | | |
| Logo included under website Sponsor list | X | X | X | X |
| Logo on all e-marketing efforts to consumers | X | | | |
| Recognition on social media (30k followers) | X | X | X | X |
| Logo in email sent to consumer attendees | X | X | | |
| MEDIA PROMOTION & PR | | | | |
| Logo display on 5,000+ posters and postcards | X | X | X | |
| Name recognition in 30-sec radio ads | 30 Total | 15 Total | | |
| Dedicated ad in printed event guide | 1/2 page | 1/2 page | 1/4 page | |
| Co-branded ad in Epoch Times Orange County | 1/4 page | 1/8 page | | |
| Promotion in any press initiatives | X | X | | |
| Post-event marketing in festival highlight videos | X | | | |



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Primary Contact _____
 Business Name _____
 Street Address _____ City _____
 State & Zip _____ Email _____
 Office # _____ Cell # _____
 Web / Facebook _____ # of Staff _____

1. Sponsorship Options – Deadline: April 15, 2025

- Presenting – **EXCLUSIVE** (\$30,000)
- Supporting – **LIMIT 2** (\$7,500)
- Platinum (\$6,000)
- Gold (\$3,500)
- Local (\$2,000)
- 1/2 Page Ad in Printed Event Guide (\$500)
- Music Stage – **EXCLUSIVE** (\$7,500)
- VIP Experience – **EXCLUSIVE** (\$7,500)
- Demonstration Area – **EXCLUSIVE** (\$6,000)
- Parking – **EXCLUSIVE** (\$4,000)
- Kid’s Area – **EXCLUSIVE** (\$4,000)
- Just A Banner (\$1,000)

2. Other Options – Deadline: April 15, 2023

- Additional Electric: 20 amp 120 volt (\$50)
- Electric: 30 amp 120 volt (\$75)
- Electric: 30 amp 210 volt (\$150)
- Electric: 50 amp 210 volt (\$225)
- Tent Rental: 10’x10’ (\$250)
- Tent Rental: 20’x20’ (\$450)
- 8’ Tables: \$20 x _____ = \$ _____
- Chairs: \$5 x _____ = \$ _____

TOTAL \$ _____
REQUIRED: 25% DEPOSIT or PAYMENT IN FULL \$ (- _____)
FINAL TOTAL DUE (if any)\$ _____

25% NONREFUNDABLE DEPOSIT REQUIRED TO HOLD SPACE & EXCLUSIVITY

Payment Method: Check (Made out to **GREAT EVENTS USA**, mailed to address indicated below)
 PayPal Invoice Credit Card (MC, Visa or AmEx) **Amount to Process: \$** _____
 Card # _____ / _____ / _____ / _____ Exp. Date _____ Code _____
 Authorized Signature _____ Zip Code _____

SPONSOR AGREEMENT SIGNATURE

I hereby accept the Grand Am Sponsor Agreement in its entirety, and will abide by all of its rules and deadlines.

Signature _____ Date _____
 Print Name _____ Title _____

Complete and return this page by either method: a) Scan/photograph and email to Jeremy@GreatEventsUSA.com
 b) Mail hard-copy and check to: GREAT EVENTS USA c/o Jeremy Garrett, 65 Stowe St., Waterbury VT 05676

Questions? Contact Jeremy Garrett, Great Events USA, 802.244.8994, email Jeremy@GreatEventsUSA.com



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SPONSOR AGREEMENT: Grand Am BBQ Festival

As a condition of participation in the Grand American Barbecue World Championship (equally listed as "Grand Am", "Event" or "Festival"), Sponsor agrees to the following:

- 1. LOCATION:** Festival shall take place at the following outdoor location: New Century Festival, 517 Neversink Dr, Port Jervis, NY 12771.
- 2. PRODUCER:** Festival is co-produced by Great Events USA LLC and New Century Enterprise (individually and collectively "Event Producer").
- 3. ACCEPTANCE:** Sponsor acceptance into Festival is based on a first-come basis; a 25% nonrefundable deposit will hold Sponsor's space and any exclusivity. Previous Sponsor receive first rights of refusal until January 31, 2025, after which new Sponsor will be accepted. Event Producer reserves the final right of refusal to any and all Sponsor. Sponsor application will only be considered if completed in full. Other than for Presenting Sponsor, no exclusivity is promised. Sponsor fees are based on the benefits offered. Fees are to be paid in full prior to the event date and are nonrefundable.
- 4. CANCELLATION TERMS:** Festival takes place rain or shine, with no "Rain Delay" scheduled. Event Producer may cancel Festival in whole or in part. In the event of a full cancellation, Sponsors shall be refunded their entry fees – minus the value of any associated media hard costs for radio, newspaper and television advertisements – no later than November 1, 2025. In the event of partial cancellation, no refund will be provided. "Cancellation" shall mean that Sponsor has no opportunity to make any sales due to Event Producer's actions – not due to weather conditions. Event Producer does not guarantee a particular number of attendees or exhibitors.
- 5. EVENT SCHEDULE:** Sponsors shall use the following Event schedule to set-up, be open for business during main Event hours, reprovision, and breakdown. Sponsors are strongly encouraged to man any on-site booths during main Event hours.

Grand Am BBQ Festival: August 2-3, 2025

| | | |
|-----------------|----------------|---|
| THU (7/31/2025) | 8:00am-4:00pm | Event Set-up |
| FRI (8/1/2025) | 8:00am-8:00pm | Event Set-up |
| SAT (8/2/2025) | 7:00am-9:00am | Event Set-up; <u>All vehicles removed from event space by 9am</u> |
| | 9:00am-11:00am | NO VEHICLES WILL BE ALLOWED ENTRY INTO THE FIELDS |
| | 11:00am-9:00pm | Event Hours |
| SUN (8/3/2025) | 7:00am-9:00am | Reprovisioning; <u>All vehicles removed from event space by 9am</u> |
| | 9:00am-11:00am | NO VEHICLES WILL BE ALLOWED ENTRY INTO THE FIELDS |
| | 11:00am-8:00pm | Event Hours |
| | 8:30pm-11:30pm | Event Breakdown; <u>Vehicles may not move until Police approval</u> |
| MON (8/4/2025) | 7:00am-12:00pm | Event Breakdown |

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6. SET-UP PERIOD: Event will be open for set-up ONLY during the time periods specified above, and non-vending vehicles removed from the festival grounds to adjacent vendor parking at least two hours prior to each day's event opening. Sponsors with larger rigs are recommended to arrive early.
7. REPROVISIONING PERIOD: Sponsors may replenish food or other materials ONLY during the time periods specified above. No vehicles will be allowed access on-site outside these times without Event Producer's prior consent. All product deliveries must be in the name of the Sponsor and not in the name of Festival.
8. BREAKDOWN PERIOD: Sponsors agree that they will not break down their exhibit space any earlier than the time periods specified above. No vehicles may move inside or into the Event grounds until ALL attendees have vacated the Event grounds. Sponsors have the option of leaving their materials overnight, and then finalizing breakdown from 7am-12pm (noon) on Monday, August 4, 2025. All items must be removed by 12pm Monday. If Sponsor leaves any items behind in their exhibit space, they will be assessed a \$150 Waste Removal Fee against their credit card on file. Sponsors agree to abide by Event Producer's directions to ensure a safe and successful breakdown period, and understand that a limited number of Sponsors may be allowed into the Event grounds at a time.
9. PROPANE TANKS: Any vendor who makes arrangements for propane tank delivery must have the tanks removed from the Festival grounds by 12pm (noon) on Monday, August 4, 2025. Event Producer will assess Sponsor with a \$500 Hazardous Waste Removal Fee per tank against their credit card on file for any tanks not removed by this time, and Sponsor also will be responsible for any fees charged by propane provider. Sponsor agrees to locate tanks within the bounds of their site upon their departure.
10. BREAD RACKS: Any vendor who makes arrangements for delivery of bread and/or other bakery items that entail the use of plastic bread racks must have the containers removed from the Festival grounds by 12pm (noon) on Monday, August 4, 2025. Any plastic bread racks not removed by this time will be removed and destroyed, and Sponsor also will be responsible for any fees charged by the bakery. Sponsor agrees to locate bread racks within the bounds of their site upon their departure.
11. BASIC AMENITIES: Festival will provide the following amenities based on Sponsor type as part of the basic fee:
 - a) WATER: Potable water will be provided at a location (or series of locations) for the exclusive use of all **Food Vendors**. Water will be available no later than 2:00pm Thursday, July 31, 2025, and will remain available until at least 7:00pm Sunday, August 3, 2025. Sponsors agree to hold Event Producer harmless for any unexpected disruption in water service during the Festival. Sponsors agree to transport water at their expense and with their labor, and to ensure safe transportation of any water, and the safety and purity of the water during transportation including use of sanitary hoses, T-sections, etc.
 - b) GREASE WASTE CONTAINER: **BBQ Food Vendors** will be supplied access to a grease waste container, and agree to use the tank only for its intended purpose, and not to use the tank for graywater or any other non-grease waste.



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- c) GRAYWATER WASTE CONTAINER: **BBQ Food Vendors** will be supplied access to a graywater waste container, and agree to dispose of all graywater from their production into the tank. Weather permitting, Event Producer will empty graywater waste containers on Saturday afternoon and/or Sunday morning. Vendor agrees to not discharge any graywater to any area, other than the approved graywater waste container.
- d) RUBBISH / TRASH DISPOSAL: Event Producer will supply dumpsters located within a central location for rubbish/trash disposal. **All Sponsors** agree to haul any rubbish from their site to the dumpsters at Sponsor's expense and labor. Non-motorized carriers must be used during Festival open hours, but motorized carriers may be used after Festival hours.
- e) PORTALETs: Event Producer will provide Portalets in a central location for the use of all attendees, including **All Sponsors**. Private Portalets may be ordered by any vendor for an additional fee.
- f) LIGHTING: General premises lighting is provided throughout the Festival grounds. Sponsors may supplement lighting for their site at their own expense.

12. UPGRADED AMENITIES: Festival will provide the following upgraded amenities to sites as specified in application:

- a) ELECTRICAL SERVICE: Event Producer will offer a variety of electrical options, as shown on the application, and locate the connection at the edge or corner of Sponsor's site. Power will be available no later than 2:00pm Thursday, Thursday, July 31, 2025, and will remain available until at least 7:00pm Sunday, August 3, 2025. Sponsors agree to hold Event Producer harmless for any unexpected disruption in electrical service during the Festival or for any malfunction of Sponsor's equipment due to such disruption, including any personal or property damage that may result. Sponsors agree to supply protection (through the use of surge protectors, battery backup systems or similar) for any sensitive electrical equipment, and to make Event Producer aware of such devices. Sponsors also agrees to discontinue use of such protective devices if it interferes with the Festival's electrical service.
- b) PORTALETs: Sponsors may order private Portalets through the order form for an additional fee. The Portalet will be placed inside or within reasonably close proximity to Sponsor's site. Sponsors agrees to control access to the Portalet using their own lock mechanism and holds Event Producer harmless for any unauthorized access. Sponsors agrees to not dispose of any vending waste – including but not limited to graywater, grease and /or rubbish – into the Portalet. Lock must be removed before final departure.

13. INSURANCE: **Food Vendor** shall carry general casualty liability and property damage insurance coverage (including premises, operations and contractual liability) of at least \$1,000,000 for such liability together with statutory worker's compensation coverage with a limit of at least \$100,000. Certificates of Liability Insurance shall name (2) added insureds: 1) Great Events USA LLC, 65 Stowe St., Waterbury VT 05676; and 2) New Century Enterprise, 517 Neversink Dr, Port Jervis, NY 12771. All required certificates (copies) must be submitted by July 5, 2025. Event Producer shall carry festival insurance at Event Producer's expense.

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14. LICENSES/PERMITS: **All Sponsors** are responsible for obtaining and making available at their designated booth for inspection upon request during festival hours, all required licenses and permits, both State and Local, in order to be in compliance with all laws, regulations and ordinances. Obtaining these licenses and permits, as well as any associated fees, are the sole responsibility of the Sponsor.

- a) **Food Vendors** must obtain a Food Vender Permit application from the Orange County (NY) Department of Health — **SUBMIT BY JUNE 15, 2025**
- b) **All Sponsors** selling taxable items must provide a State of New York Tax ID number — **SUBMIT BY JUNE 15, 2025**

15. INSPECTIONS: Beginning 2:00pm Friday, August 1, 2025, and continuing through 10:00am Saturday, August 2 – or any time designated for inspections – the Orange County Health Inspector may inspect **Food Vendor** sites as soon as Sponsor indicates their readiness for said inspection. Any **Food Vendor** who is not ready by this period WILL NOT be allowed to vend, and no refund of fees will be offered. **Food Vendors** are required to have passed a health inspection by Orange County and display their certificate within public sight for the duration of the Festival. **All Sponsors** also acknowledge that health and safety inspectors may periodically inspect Sponsor's premises to ensure compliance with all rules and regulations. If at any time inspectors or Event Producer deem Sponsor is out of compliance, Sponsor will not be allowed to continue participation in Festival until such time as they bring themselves into compliance and pass the inspector's test. Such suspension does not entitle Sponsor to a refund of any fee.

16. ICE: Ice will be offered for sale during Festival from a central location.

17. BEVERAGE RESTRICTIONS: No alcoholic beverages of any sort will be sold or distributed by anyone other than Event Producer or designated entity. No outside alcoholic beverages may be brought into the Event grounds. Non-alcoholic beverages may be sold or distributed by any Sponsor.

18. PRICING RESTRICTIONS: Rising attendee costs for previous BBQ Festivals in the region have led to a decline in consumer attendance and ultimate closure. In an effort to make the event more family friendly, Event Producer requests that **no Food Vendor may sell a single plate at more than \$16**; combo plates may be priced higher, but **All Sponsors** are asked not to hyper-inflate their prices.

19. SMOKING: Smoking, including e-cigarettes, is not permitted at any time on the Festival grounds, including during set-up and breakdown periods. A designated smoking area will be located outside the Festival grounds.

20. PETS: Household pets are not allowed within the Event area, but active service animals are welcome.

21. ITEM RESTRICTIONS: All items sold, represented or distributed are subject to approval of Event Producer. No flammable items, hazardous materials, weapons, controlled substances or similar materials will be permitted.



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22. **NOISE LEVELS:** Noise levels shall be limited to 65 decibels at limit of vendor space. In the event of such restriction or removal, Event Producer shall not be liable for any refunds or other vendor expenses.
23. **SECURITY:** Event Producer will provide an overnight watch Friday night to Monday morning. Items are at risk as the overnight watch is a theft deterrent and not armed security. To minimize theft or damage, all vendor items left overnight must be tarped and secured under tents.
24. **SITE CONDITIONS:** Sponsors shall continually police their area for safe and sanitary conditions. At the conclusion of the event, each Sponsor shall be responsible for their own trash removal and shall restore the area to an acceptable condition, as inspected by a designee of Event Producer. Sponsor will remove waste from within their space, and place in the nearest dumpster located on the event site. Sponsors who do not comply with this request may be assessed a waste removal fee as appropriate.
25. **RECORDINGS:** Sponsor hereby grants permission for Event Producer and/or agents authorized by them to use any photographs, videotapes, motion pictures, recordings and any other record of this event for any legitimate purpose.
26. **COMPLIANCE WITH LAWS:** Sponsor is responsible for researching and complying with all permits, fees, licenses and any other requirements as outlined by the State of New York, Orange County (NY) Health Department, the fire marshal / safety officer and all other local, county, state and federal agencies. Sponsor is responsible for paying any applicable New York State Sales Tax.
27. **HOLD HARMLESS:** In recognition that there may be some risk, injury or property damage in such an undertaking at Festival, Sponsor releases and holds harmless Event Producer and any and all of their members/officers for any and all liability for injury or damages to the Sponsor, or which may result from their participation, or which may occur to third parties by the act(s) of the Sponsor, their employees or agents. No action will be asserted or maintained against Event Producer or any and all of their members/officers as a result of any occurrence in any way with Festival. Further, Sponsor shall defend any action so asserted or maintained arising out of any action taken by the Sponsor, their employees or agents.
28. **LIABILITY:** As between the parties, each party shall be solely responsible for any and all liability arising from personal Injury, including death, or damage to property arising from the act or failure to act of the Respective Party or of its officials, Agents and Employees pursuant to this agreement.
29. **CAUSE FOR REMOVAL:** Event Producer reserves the right to restrict or remove vendors who – because of noise, method of operation, materials or for any other reason – become objectionable, and also to prohibit or to remove any vendors who, in the sole opinion of Event Producer, may detract from the general character of Festival as a whole, or whose products or services are inconsistent with the purpose of the Festival.