

**Florida Key Lime Pie Festival
Francis Field
St. Augustine, Florida**

Saturday, November 14, 2026

Dear Vendor,

We are excited to announce the new location of our ever-popular **Original Florida Key Lime Pie Festival** and we invite you to be part of this vibrant, flavorful celebration!

This year's Festival will be held on **Saturday, November 14, 2026**, at **Francis Field** in beautiful **St. Augustine, Florida**, America's Oldest City and a prime location that offers a fresh new setting and excellent visibility for vendors like yourself as America Celebrates it's 250th Year Anniversary. Also, we are the "Headliner Event" for the ever popular "Nights of Lights".

If you are interested in participating as a vendor, we encourage you to carefully review the enclosed **Vendor Application**, along with the **Terms and Conditions** and **General Release** forms. These documents provide important details about requirements, logistics, and expectations for the event.

This is an excellent opportunity to showcase your products or services to thousands of Festivalgoers in a high-energy, family-friendly environment that celebrates Florida's favorite citrus treat.

It is recommended that as a Vendor you reserve your space early due to the Festival's popularity there is limited availability.

Should you have any questions or require further information, please call The Florida Key Lime Pie Company at 321.385.9600.

We look forward to the possibility of working with you and celebrating all things Key Lime Pie together!

Sincerely,

Louie Morehead

Festival Director
Original Florida Key Lime Pie Festival

Enclosures:

- Vendor Application
- Terms and Conditions
- General Release Form

**Florida Key Lime Pie Festival
Francis Field
St. Augustine, Florida**

November 14, 2026

Festival Vendor Application

Vendor Information

Business Name: _____

Contact Person: _____
First and Last Name (Printed Clearly and Legibly)

Business or Home Address: _____

Phone Number: _____

Cell Phone Number: _____

Email Address: _____
(Printed Clearly and Legibly)

Website: (if applicable) _____

Social Media: _____
le; Etsy, Facebook, Instagram, Tik Tok

Business Details:

Type of Business/ Products Offered: _____

Booth Size Required:

10' x 10' ____ or 10' x 20' ____ (please check applicable size for booth) (White Tent is required) No Exceptions

Required Documents:

Business License: (Provide proof of your valid Business License)

Certificate of Insurance: (Provide proof of Liability Insurance coverage naming the Florida Key Lime Pie Festival as an additional insured).

Florida Sales Tax Certificate: (Proof of your Business Registration for sales tax purposes)

Fees and Payments:

Booth Fee:

The Vendor fee for each 10' x 10' booth space is \$175.00 and fees are made payable to the **Florida Key Lime Pie Festival** at P O Box 697 Sharpes, Florida 32959 (Acceptable payment methods are cashier checks, personal or business checks or money orders) If your payment fails to clear our financial institution you will immediately be excluded from participating in the Festival and you will be charged a returned check fee of \$36.00. (No exceptions)

Sales Tax Responsibility: Each Vendor is clearly and solely responsible for collecting and submitting sales tax to the Florida Department of Revenue)

Food Truck/Trailer/Tent Fee:

The Food Truck/Trailer fee for each space is \$250.00 and fees are made payable to the **Florida Key Lime Pie Festival** at P O Box 697 Sharpes, Florida 32959 (Acceptable payment methods are cashier checks, personal or business checks or money orders) If your payment fails to clear our financial institution you will immediately be excluded from participating in the Festival and you will be charged a returned check fee of \$36.00. (No exceptions)

Sales Tax Responsibility: Each Vendor is clearly and solely responsible for collecting and submitting sales tax to the Florida Department of Revenue)

Acceptance and Understanding:

Vendor agrees to abide by all Festival rules and regulations:
(See attached Terms and Conditions)

Liability Wavier: Vendor agrees to the Festival Liability Wavier holding the Festival and Festival Organizer any and all responsibility for potential accidents, damages or theft that may occur.
(See attached Liability Waiver)

Cancellation and Refund Policy: There is thirty-day (30) policy for cancellations and a NO REFUND policy for and cancellations 30 days before the event. NO exceptions!

Vendor Signature

Vendor Printed Name (Printed Clearly and Legibly)

Date:

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Francis Field
St. Augustine, Florida
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TERMS AND CONDITIONS

Vendor Participation and Approval

Application and Acceptance:

All vendors must submit a complete application and be approved by the Festival Director and/or Assistant Festival Director, who reserve the right to refuse any application.

Approval of Merchandise:

Vendors must only sell food, beverages, and any other products that have been pre-approved by the Festival.

There will be NO sales of Cannabis, CBD or THC products permitted. There will be NO solicitation, marketing, petitioning or polling for these type products within the Festival.

Vendor Space Assignment:

Vendors will be given an opportunity to choose their own space on a first come first served basis during setup on Friday, November 13, 2026 between 9 a.m. and 1 p.m. and assigned spaces between 1 p.m. 5 p.m. All setup must be completed entirely before 8 a.m. on Saturday, November 14, 2026 and all vehicles shall be removed from the venue by 8:00 a.m. on Saturday, November 14, 2026. (No Exceptions). Vendors are not permitted to move or allow others to use their assigned space without prior permission by the Festival Director.

Food Trucks/Trailers/Tents will be assigned spaces at the time of arrival by Festival staff.

Set-up and Break-down Timing

Vendors are responsible for setting up and breaking down their booths within the designated times, starting at 9 a.m. on Friday, November 13, 2026 until 5 p.m.. If additional time is needed the day of the event vendors may finish setup from 6 a.m. until 8 a.m. but must be finished by 8:00 a.m. on Saturday, November 14, 2026. All Vendors must have their space/display completely intact throughout the Festival up until 6:00 p.m. There will be NO breakdown until after the Festival closing at 6:00 p.m. NO EXCEPTIONS!

Equipment:

Vendors must supply their own necessary equipment, such as tables, chairs, and tents.

(White Tent Only) No Exceptions

Cleanliness:

Vendors are responsible for keeping their area clean and disposing of trash properly during the Festival and all Vendors must have their area completely clean and picked up from any debris and placed into the dumpster provided. Any Vendors who do not comply with this rule will not be invited back for future Festivals.

Restock and Staffing:

Vendors must operate for all Festival hours (10 a.m. to 6 p.m.) and be adequately stocked and staffed.

Prohibited Activities:

Selling or promoting outside of the assigned booth space is prohibited.

Financial and Legal Obligations

Sales Responsibility:

Vendors are solely responsible for all sales, handling their own cash and complying with tax laws, including sales tax.

Permits and Licenses:

Vendors must obtain and display all required local, city, and state permits and licenses.

Vendor Fees:

Vendors must pay the required booth fees by the deadline. NO Exceptions!

Refund Policy:

Vendor fees are non-refundable.

Compliance with Laws:

Vendors must comply with all applicable local, state, and federal laws and regulation

Conduct and Liability

Professional Conduct:

Vendors must conduct themselves professionally and courteously; inappropriate behavior may result in expulsion from the Festival by the City of St. Augustine Police Department.

Noise Control: Vendors should minimize noise levels and playing of loud music is prohibited.

Indemnification:

Vendors agree to indemnify and hold harmless the Florida Key Lime Pie Festival, The Florida Key Lime Pie Company and its affiliates from claims arising from the vendor's operations or negligence.

Liability Disclaimer:

The Festival is not liable for lost, stolen, or damaged items; vendors are responsible for securing their own property.

Insurance: Vendors are encouraged to obtain liability insurance.

Amendments to Terms and Conditions

The Festival organizers may amend these Terms and Conditions at any time and will notify vendors of significant changes

Contact

For any inquires contact The Florida Key Lime Pie Company at 321.385.9600.

GENERAL WAIVER AND RELEASE OF LIABILITY

I, _____, hereby assume all of the risks of participating in any/all activities associated with the Florida Key Lime Pie Festival including by way of example and not limitation, any risks that may arise from negligence or carelessness on the part of the persons or entities being released, from dangerous or defective equipment or property owned, maintained, or controlled by them or others, or because of their possible liability without fault, and;

I certify that I am physically fit for participation in this activity/event/festival, and have not been advised to not participate by a qualified medical professional. I certify that there are no health-related reasons or problems which preclude my participation in the Florida Key Lime Pie Festival, and;

I acknowledge that this General Waiver and Release of Liability Form will be used by the event holders, sponsors, and organizers of the activity/event/festival in which I may participate, and that it will govern my actions and responsibilities before, during and after the Florida Key Lime Pie Festival.

In consideration of my application and permitting me to participate in this activity/event/festival, I hereby take action for myself, my executors, administrators, heirs, next of kin, successors, and assigns as follows:

(a) I waive, release, and discharge from any and all liability, including but not limited to, liability arising from the negligence or fault of the entities or persons released, for my death, disability, personal injury, any property damage, any property theft, or actions of any kind which may hereafter occur to me including my traveling to and from this activity/event/festival, The Florida Key Lime Pie Company and

the Florida Key Lime Pie Festival, LLC, and/or their directors, officers, employees, volunteers, representatives, and agents, and the activity/event/festival holders, sponsors, and volunteers;

(b) indemnify, hold harmless, and promise not to sue the entities or persons mentioned in this release and waiver from any and all liabilities or claims made as a result of participation in this activity/event/festival, whether caused by the negligence of release or otherwise. I acknowledge that they are NOT responsible for the errors, omissions, acts, or failures to act of any party or entity conducting a specific activity on their behalf.

I acknowledge that this activity/event/festival may involve a test of a person's physical and mental limits and carries with it the potential for serious injury, and property loss. The risks include, but are not limited to, those caused by terrain, facilities, temperature, weather, condition of participants, equipment, vehicular traffic, lack of hydration, and actions of other people including, but not limited to, participants, volunteers, monitors, and/or producers of the activity/event. These risks are not only inherent to participants, but are also present for volunteers.

Should I have to receive medical treatment which may be deemed advisable in the event of injury, accident, and/or illness during this activity/event/festival I fully understand that I am solely responsible for myself and anyone associated with me for any and all medical treatment and shall absorb any and all costs myself and hold the event and its organizers harmless for any all expenses from such.

I understand while participating in this activity/event/festival, I may be photographed. I agree to allow my photo, video, or film likeness to be used for any legitimate purpose by the activity/event/festival holders, producers, sponsors, organizers, and assigns.

This General Release and Waiver of Liability Form shall be construed broadly to provide a release and waiver to the maximum extent permissible under applicable law.

I certify that i have read this document and i fully understand its content. i am aware that this is a release of liability and a contract and i sign it of my own free will.

Vendor's Signature: _____

Vendor's Name (Printed Clearly and Legibly)

Date: _____

Deadline for Application Submission together with Fees Due is Monday, October 5, 2026. No Exceptions!

All Vendor Inquiries are to be directed to the Festival Director or Assistant Festival Director at The Florida Key Pie Company at 321.385.9600