

**Saturday, April 27th, 2019**

Severe Weather Rain Date: Saturday, May 4th

# Pottstown Climate March

Facebook: @PeoplesClimateMarchPottstown

&

**12:30pm**

Start:  
The Hill School  
800 E High Street

Start at The Hill School

Walk thru River Front Park

End at EcoFest!

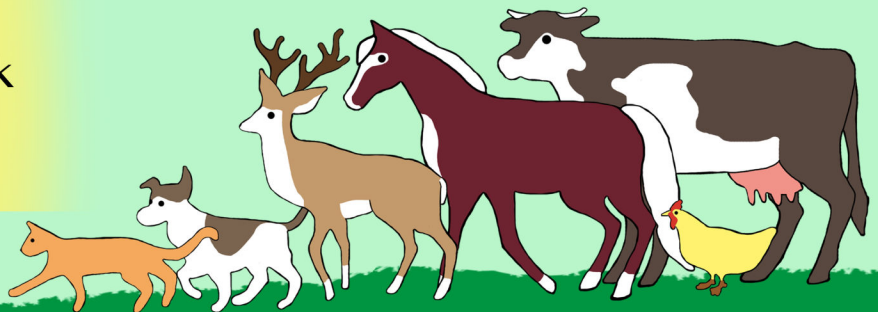
# Pottstown EcoFest!

Facebook: @PottstownEcoFest

**FREE** Outdoor Festival for the  
Earth, Animals & our Health

**12-5pm**

Smith Family Plaza Park  
100 E High Street  
Pottstown, PA



[www.PottstownEcoFest.com](http://www.PottstownEcoFest.com) ~ In loving memory of our co-founder Bill Sharon  
Vegan-Friendly & Chametz-Free Food Options Available  
Hosted by Mobilization For Animals



January 23, 2019

Hello Pottstown, and Pottstown area businesses and non-profits:

### Welcome to Pottstown's Second Annual EcoFest!

Pottstown EcoFest will take place on Saturday, April 27, 2019, 12-5pm (Set up at 9:30-11:30am) at Smith Family Plaza, 100 E High Street, Pottstown, PA 19464. Severe weather rain date is Saturday, May 4, 2019. This event is hosted by Mobilization For Animals - PA, Inc. (<http://mobilizationforanimals.org>) and will be held in loving memory of our co-founder, Bill "The Cat Guy" Sharon.

This year EcoFest is excited to work together with the **Pottstown Climate March**. The march will start at 12:30pm at the Hill School, go through River Front Park and finish at our EcoFest event around 1pm.

Pottstown EcoFest will feature environmentally-friendly and animal-friendly services, products, and food, plus information from local businesses and non-profits. The theme for this year's EcoFest is: "Appreciating and Protecting Wildlife". If your business or organization offers event attendees a way to help other species thrive, we encourage you to use this event to educate them about it.

This event will be vegan\*. We welcome vegan and non-vegan vendors to participate but we require that all items at the event be vegan and that any services or upcoming events you wish to promote at EcoFest also be eco and animal friendly. We would love for your business or organization to participate!

### Some ways to get involved:

#### Local Businesses:

Do you offer any product or service that helps to protect the environment and/or animals? You may without even realizing it. Does your business or product:

- Recycle or compost materials and/or use recycled/composted materials?
- Conserve energy?
- Provide clean, renewable energy?
- Use natural, non-toxic ingredients or products?
- Promote organic farming or is it made from organic materials?
- Replace disposable items with reusable ones?
- Help wildlife or companion animals?
- Contain only cruelty free ingredients\* or use only cruelty free products?
- Protect or create wildlife habitat?
- Promote appreciation for nature and/or other species?
- Promote healthy, mindful living?

Please do not hesitate to ask us for suggestions if you want to participate but need ideas.

*\*Note: **Vegan = completely plant based**: free of any animal products or by-products, and **Cruelty-free**: items that have not been tested on animals. **Examples** of animal ingredients to avoid in food and products: meat, gelatin, dairy, eggs, honey, wool, fur, leather, feathers. Also, **please do not sell water in plastic bottles** and please be mindful to use eco-friendly materials for any carry-out containers at the event - all packaging should be recyclable on site, or compostable (no Styrofoam, unnumbered plastic containers, plastic straws, etc.).*

### **Suggested Ways to Participate:**

- Host a table at EcoFest to provide flyers, coupons, and/or samples
- Host a table to sell products
- Educate the public with information, displays, demonstrations, or activities
- Be an event sponsor and have your business advertised on online and at the event

### **Restaurants:**

Pottstown EcoFest is a vegan event. Plant-based eating is the most animal-friendly diet and the most earth-friendly one as well. Does your menu include at least two vegan entrees, or would you like it to? If so, we suggest the following ways to participate:

- Set up a food truck, cart or table at the event to showcase your vegan options
- Set up a table and give away vegan samples and menus with the vegan options high-lighted
- Sell gift certificates for Mother's Day presents (Mother's Day is May 12<sup>th</sup>)
- Provide coupons for 10% to 20% off of a vegan meal (dollar limit of your choice), which will be valid for at least a week after the event.
- Be a restaurant sponsor of the event: provide promotional information about the vegan options at your restaurant and/or coupons to be placed in our EcoFest event bags (see "How to Sponsor" below)

### **Non-profits:**

Organizations that promote a plant-based diet and/or protection of the earth, animals, or wildlife habitat: can:

- Provide information, displays, or demonstrations
- Collect signatures
- Recruit volunteers
- Sell fund-raising items
- Introduce the public to companion animals up for adoption or rescued wildlife.

### **How to Sponsor:**

\$75 Official EcoFest Sponsor:

- Business/group logo and link on the EcoFest Facebook page & website ([www.facebook.com/PottstownEcoFest](https://www.facebook.com/PottstownEcoFest), [www.PottstownEcoFest.com](http://www.PottstownEcoFest.com))
- Small flyer, business card, coupons or sample provided by sponsor placed inside Event Bag (Please only provide coupons for items and services that are eco-friendly and vegan)
- Business/group name & logo included on 4 large posters at the EcoFest event
- Attractive 8.5x11 "Official EcoFest Sponsor" sign available for business shop window

\$100 Official EcoFest Sponsor + Wildlife Art Sponsor:

- Everything included with Official Sponsorship
- 8.5x11 Sign with business/group name & logo next to one Wildlife Art Display Animal at EcoFest

**Fees:**

- Food Vendors: \$70  
Please provide a copy of license and liability insurance a least one week before the event
- Non-food Vendors: \$35
- Non-Profit Vendors & Animals Rescues: \$20  
Fees are waived for animal rescue groups who plan to bring animals for public interaction or possible adoption
- Vendors can bring their own tents, tables, and chairs or rent them in advance through the EcoFest application (see enclosed)

Thank you for your interest in Pottstown EcoFest **and thank you for all you do to make Pottstown a better place to live and to visit.**

Kind Regards,

Elisabeth Anderson and Caitlin Mercer, EcoFest Vendor Coordinators

Mobilization for Animals, PA, Inc.

*Vendors and Sponsors please feel free to email [events@mobilizationforanimals.org](mailto:events@mobilizationforanimals.org), which will be checked on a daily basis, or call or text Caitlin at 610-393-2538.*

[www.PottstownEcoFest.com](http://www.PottstownEcoFest.com) [www.Facebook.com/PottstownEcoFest](https://www.Facebook.com/PottstownEcoFest)

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**A note about our co-founder, Bill Sharon:**

We are looking forward to our second EcoFest but our hearts are heavy because our co-founder, Bill "The Cat Guy" Sharon, passed away unexpectedly on August 6, 2018. It was an honor and a pleasure to work with Bill to create Pottstown's first EcoFest. Many of us knew him for years through animal rescue and his Annual Pottstown Pet Fair. Bill was a great friend to the animals of Pottstown. He helped us to start EcoFest because he was excited to have another animal-friendly event in our town.

Bill, we miss you so much and we are very grateful for all you did with and for us last year. EcoFest 2019 will be held in your honor and we will keep you in our hearts.

[www.BillTheCatGuy.com](http://www.BillTheCatGuy.com)

# POTTSTOWN ECOFEST 2019

In loving memory of our co-founder, Bill "The Cat Guy" Sharon

**Event Details:** Pottstown EcoFest is a food and street festival with activities, vendors, food to purchase, free food samples, and information from animal, environmental and health-based groups.

EcoFest will take place on April 27, 2019 from 12pm-5pm at Smith Family Plaza, 100 E High St, Pottstown, PA. This year Pottstown EcoFest is excited to work together with the Pottstown Climate March. The march will start at 12:30pm at the Hill School, go through River Front Park and finish at our EcoFest event around 1pm.

Pottstown EcoFest is hosted by Mobilization for Animals - PA Inc. More information on MFA can be found at <http://www.mobilizationforanimals.org/>

## **Vendor Application**

(Online Application: <https://mobilizationforanimals.org/happenings/ecofest-pottstown-2019-participate/>)

Company/Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_

Facebook or Social Media Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Category of Services/Products to be sold or displayed: \_\_\_\_\_

(Note: Because this is an Eco-friendly event, all items to be sold, given out or displayed, should be vegan/earth and animal friendly. Eco-friendly items are completely free of animal products and by-products, and are not tested on animals. Examples of animal ingredients to avoid in food and products: meat, gelatin, dairy, eggs, honey, wool, fur, leather, feathers. Also, **please do not sell water in plastic bottles** and please be mindful to use eco-friendly materials for any carry-out containers at the event - all packaging should be recyclable on site, or compostable (no Styrofoam, unnumbered plastic containers, plastic straws, or other materials not accepted for recycling by The Borough of Pottstown). Also, literature at the event should promote kindness to the earth and all species therein. Please feel free to ask EcoFest for help with ideas of how to be more eco-friendly at the event. Thank you.)

TABLE SET-UP TIME: 9:00 am -11:30am (please arrive by 11am at the latest)

FESTIVAL HOURS: 12:00pm - 5:00pm

DISMANTLE: 5:00 pm - 7:00pm

**Participation options are:**

- ☐ \$70 for Food Vendors
- ☐ \$35 for Merchandise Vendors
- ☐ \$20 for Nonprofits & Animal Rescues
- ☐ \$0 Fees are waived for animal rescue groups who plan to bring animals for public interaction or possible adoption.
  
- ☐ I would like EcoFest to provide us with \_\_\_\_\_ 6-foot tables at \$10 each, \_\_\_\_\_ chairs at \$3 each, and \_\_\_\_\_ 10’x10’ tent canopies at \$50 each (please include this extra fee with your participation fee)
  
- ☐ I would like access to electricity (\$5 fee, please include with participation fee; please be sure to bring a heavy-duty extension cord that is at least 12 feet long)

\_\_\_\_\_ Total amount included; checks payable to MFA, please put “EcoFest” in the memo line  
Online payments: <https://mobilizationforanimals.org/happenings/ecofest-pottstown-2019-participate/>

**Special Requests:**

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Are you planning on selling anything at Pottstown EcoFest? If so, please provide a complete description of what you plan to sell below.

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Space permitting, applications are being accepted until April 5, 2019. Space is limited. Pottstown EcoFest will notify applicants if they have been accepted by April 8, 2019 or sooner. Payment will be due by April 19, 2019. Vendors must have applicable insurance in order to participate.

All food vendors please provide a copy of your food license and liability insurance a least one week before the event and please reference Montgomery County Health Department Temporary Food Events Guidelines at <https://www.montcopa.org/DocumentCenter/View/3744>. As per the guidelines, "A temporary food facility that operates no more than 3 calendar days within a calendar year is exempt from submitting an application but not from following the special event guidelines."

Please mail completed applications to MFA, P.O. Box 216, Pottstown, PA 19464, or scan and email to [events@mobilizationforanimals.org](mailto:events@mobilizationforanimals.org), subject line "Pottstown EcoFest 2019 Application".

**Thank you, and we look forward to seeing you on April 27th, 2019!**

DISCLAIMERS: Mobilization for Animals is not responsible for loss of or damage to property, or injury. Vendors, non-profit groups, and rescues bringing live animals must submit a copy of their liability insurance along with their application.

# POTTSTOWN ECOFEST 2019

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Pottstown EcoFest is hosted by Mobilization for Animals - PA Inc. More information on MFA can be found at <http://www.mobilizationforanimals.org/>

## **Sponsorship Application**

(Online Application: <https://mobilizationforanimals.org/happenings/ecofest-pottstown-2019-participate/>)

Company/Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_

Facebook or Social Media Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

### **Participation options are:**

- ☐ \$75 Official EcoFest Sponsor
- ☐ \$100 Official EcoFest Sponsor + Wildlife Animal Art Display Sponsor

\_\_\_\_\_ Total amount included; checks payable to MFA, please put "EcoFest" in the memo line

Online payments: <https://mobilizationforanimals.org/happenings/ecofest-pottstown-2019-participate/>

**Official EcoFest Sponsorship includes:**

- Business/group logo and link on the EcoFest Facebook page & website ([www.Facebook.com/PottstownEcoFest](http://www.Facebook.com/PottstownEcoFest), [www.PottstownEcoFest.com](http://www.PottstownEcoFest.com))
- Small flyer, business card, coupons or sample provided by sponsor placed inside EcoFest Event Bag (Please only provide coupons for items and services that are eco-friendly and vegan)
- Business/group name & logo included on 4 large posters placed prominently at the EcoFest event
- Attractive 8.5x11 "Official EcoFest Sponsor" sign available for business shop window

**Official EcoFest Sponsorship + Wildlife Art Sponsorship includes:**

- Everything included with Official Sponsorship
- 8.5x11 Sign with business/group name & logo next to one Wildlife Art Display Animal at EcoFest

EcoFest will continue to accept sponsor applications until April 19, 2019. EcoFest is very grateful for any and all sponsorship, thank you!

Please mail completed applications to MFA, P.O. Box 216, Pottstown, PA 19464, or scan and email to [events@mobilizationforanimals.org](mailto:events@mobilizationforanimals.org), subject line "Pottstown EcoFest 2019 Application". Logo's may be emailed to this address as well.

**Thank you for sponsoring the Pottstown EcoFest 2019!**

## WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT

Please note: It is a requirement that all participants in the  
2019 Pottstown EcoFest sign the attached Vendor / Volunteer waiver

Vendor/Volunteer Name: \_\_\_\_\_, Representative Name  
\_\_\_\_\_

Mobilization for Animals – PA, Inc., EIN 25-1625344, 103 Church Rd, Eagleville, PA 19403. [Mfaevent@yahoo.com](mailto:Mfaevent@yahoo.com), 610-256-4052 (call or text)

In consideration for receiving permission to participate in the 2019 Pottstown EcoFest event, the Vendor /volunteer hereby releases, waives, discharges and covenants not to sue the non-profit Mobilization for Animals – PA , Inc. , the Borough of Pottstown, its agents, volunteers, or officers from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage, or injury, including death, that may be sustained by the Vendor, or any of the property belonging to the Vendor whether caused by the negligence of the Vendor/Releaser, or otherwise, while participating in such activity, or while in, on or upon the premises where the activity is being conducted.

I am fully aware of the risks involved and hazards connected with the Pottstown EcoFest, and I hereby elect to voluntarily participate in said activity with full knowledge that said activity may be hazardous to me and my property. I voluntarily assume full responsibility for any risks of loss, property damage or personal injury, including death, that may be sustained by me or any loss or damage to property owned by me, as a result of being engaged in such activity, whether caused by the negligence of Vendor/Releaser or otherwise. I further hereby agree to indemnify and hold harmless the non-profit Mobilization for Animals – PA, Inc., Borough of Pottstown, its agents, volunteers and officers from any loss, liability, damage or costs, including court costs and attorney fees, that they may incur due to my participation in said activity, whether caused by negligence of Vendor/Releaser or otherwise.

I understand that the non-profit Mobilization for Animals – PA, Inc. or the Borough of Pottstown does not provide any insurance coverage for vendor participants for any circumstances arising from their participation in this event or any activity associated with or facilitating that participation. As such, I am aware that I should review my own insurance portfolio.

Date \_\_\_\_\_ Name of Business (if applicable) \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

(click pen icon above to create a digital signature)