



Vendor Guidelines

Balloons Over Rockbridge Hot Air Balloon Festival

Saturday, July 4 and Sunday, July 5, 2026

2:00 pm – 9:30 pm

vendorsbor@gmail.com

www.balloonsoverrockbridge.com

LOCATION: Oak Hill Property of the Virginia Horse Center - across from 487 Maury River Road, Lexington VA 24450. See website for driving directions. There is no provision for rain/storms.

SET UP: Vendors will be permitted to set up on Friday, July 3rd from 10:00 am to 1:30 pm or Saturday and July 4th from 8 am – 12:00 pm. Vendors will be allowed to bring vehicles in prior to 1pm on Friday and Saturday for set-up purposes. **After this time all vendor vehicles need to be moved to the designated parking area as vendor space is very limited.** NO EXCEPTIONS! VENDORS ARE EXPECTED TO BE READY TO SERVE THE PUBLIC AT THE SCHEDULED OPENING HOUR OF THE EVENT – 2:00 PM. Vendors will not be permitted to set up after the scheduled opening hour.

*****NO VEHICLES ARE ALLOWED ON FESTIVAL GROUNDS 1:45 PM TO 9:45 PM
ABSOLUTELY NO EXCEPTIONS!!!!!!**

REGISTRATION FEE: Food Vendors - **\$175.00 per space.** Merchandise and Information Vendors - **\$ 125.00 per space.** Spaces are 15' frontage x 15' depth. Your set up must be inside your designated space(s). Multiple spaces can be purchased and must be clearly noted on your Vendor Application. Please include the measurement of your trailer from the rear end to the end of the tongue if applicable. Please include a photo of your setup with the Vendor Application. The registration fee must be paid by cash, check or money order and made payable to Balloons Over Rockbridge no later than May 1, 2026. Spaces will not be held if payment is not made by this date. **There is an added service charge of \$5 for credit card payments (Paypal or Venmo). Please remember to add this fee to your payment.**

REGULATIONS:

1. Vendors are expected to provide all equipment, generators, materials, stands, tables and other items relating to their individual concession. There is no electricity on site for vendors. Balloons Over Rockbridge will not be responsible for any items left overnight.
2. Vendor set up is **not** to extend past the 15 foot site depth line marked on the ground.
3. Tents used must be fire resistant according to the State Fire Marshall. Vendors working with grease or open flames are required to have a Fire Extinguisher K.
4. Vendors should make their own arrangements regarding safe and sanitary disposal of grease, coals, unused food, etc. Vendors will be responsible for disposing of their trash in the dumpster provided on site. Trash barrels for the event are for attendees use only.
6. Vendors must provide their own source of water and ice. Water from an outdoor spigot is available at the Virginia Horse Center located across the road from the event site.

7. There will be no “exclusive” rights to sell particular foods or beverages; however, food vendor spaces are limited, and we will attempt to diversify food sold during the event. All food and beverages to be sold must be listed on each food vendor’s registration form. Sales by a vendor will be limited to the foods and beverages listed on the registration form.

8. All food vendors must possess commercial general liability insurance, in an amount acceptable to the Balloons Over Rockbridge Board. Proof of such insurance must accompany the registration form.

HEALTH DEPARTMENT APPROVAL: Unless exempt pursuant to applicable law, the Health Department must approve each vendor. Balloons Over Rockbridge is required to submit a list of food and beverage vendors to the health department prior to the event. Please include a copy of your Virginia Department of Health Certificate with your application. Final acceptance is contingent upon the approval of the Health Department. Any food vendor which is a non-profit organization should complete an Application for Temporary Restaurant Permit. Please note the Health Department will be onsite inspecting food vendors during the event.

SALES TAX: Unless exempt pursuant to applicable law, all vendors are required to pay a tax on all sales made at the event – currently 5.3% to the Commonwealth of Virginia and food & beverage tax of 6% to the County of Rockbridge. Questions concerning sales tax should be directed to the Virginia Department of Taxation, Office of Customer Service, P.O. Box 1115, Richmond, VA 23218, (804) 367-8037. Vendors who already have a state sales tax number and report sales tax regularly to the Department of Taxation should file their reports in the usual manner. Out of State Vendors can complete and submit the Form ST-8 found on the VA Department of Taxation website tax.virginia.gov. Questions regarding food and beverage tax should be directed to the Commissioner of Revenue, County of Rockbridge, 150 South Main Street, Lexington, VA 24450, (540) 463-3431.

BUSINESS LICENSE: Balloons Over Rockbridge will obtain an Event Business License from Rockbridge County to cover all participating vendors at the event.

SITE LOCATION AND ASSIGNMENT: Vendors will be assigned vending sites by the Balloons Over Rockbridge Board based on time selected for setup. **Please include your arrival time on the application.** The Board reserves the right to change the location of, or dismiss, any food vendor in the exercise of its sole and absolute discretion.

ADDITIONAL INFORMATION:

If Balloons Over Rockbridge cancels the event due to extreme weather conditions that will be unsafe for the entire festival, the paid fee will be kept as a donation to BOR. If the vendor chooses to cancel their space at any time, for any reason, the paid fee will be kept as a donation to BOR.

The Balloons Over Rockbridge Board of Directors reserves the right to make determinations concerning matters not addressed in this Guide, and any such determination shall be binding to the vendors. For questions or clarifications contact vendorsbor@gmail.com or text 540-348-2797.