

FRANKLIN COUNTY WATERMELON FESTIVAL VENDOR RULES AND REGULATIONS

Please Keep for Future Reference

August 14 & 15, 2026 | Festival Times: Friday 6 p.m. – 10 p.m. Saturday 10 a.m. – 10 p.m. | Event Address: 103 Jackson Avenue North; Russellville, Alabama

NO RAIN DATE – The Watermelon Festival is held rain or shine. No refunds will be given due to the weather.

APPLICATION PROCESS:

- Completed applications, photos and booth fees are to be emailed (director@franklincountychamber.org) or mailed (P.O. Box 44, Russellville, AL 35653) by the deadline below. The Franklin County Chamber of Commerce reserves the right to reject any application. Incomplete applications will be refused. All returned checks will be charged \$40.
- Following review, vendors will receive notification of acceptance or rejection by email by the dates below. If no email address is listed, vendors will be notified via regular mail.
- Vendors who are not accepted will receive a full refund if payment is made with a check or money order. Payments made with a credit or debit card will be issued a check minus any fees incurred for processing payment.
- No FULL refunds will be issued once your application has been processed. A written request for cancellation received by July 10, 2026, will be accepted for a 50% refund.

SALES TAX AND/OR PERMITS:

- Vendors are responsible for all taxes and fees associated with their activities at the festival. This includes but is not limited to license fees, and federal, state, and local taxes. Tax forms will be included in your registration packet.
- Food Vendors | ADPH Food Permits will be submitted (paperwork and permit fee) by the Franklin County Chamber on your behalf.

PARKING/SECURITY:

- Parking area maps will be provided at Registration. Vendors must park in designated areas.
- DO NOT block alleyways and DO NOT park in the following areas: Post Office, Dollar General, Franklin Electric, Rhett Bradford State Farm.
- Local law enforcement patrols festival parameters on Thursday and Friday nights.
- Overnight lodging (camping, sleeping in vehicle, etc.) is NOT permitted within festival parameters. Please make prior arrangements. A list of accommodations will be provided to accepted vendors.

FESTIVAL SET UP:

- Booth Number(s) are given at Registration ONLY (Franklin County Chamber | 103 Jackson Avenue North | Russellville, AL 35653); see below for your corresponding date and times. Time windows are assigned to promote ease of set up; please adhere to the schedule. Enter festival on the south end of Jackson Ave. and stop at the Lawrence Street intersection.

Application Type	Application Deadline	Notified	Registration Date	Registration Time	Set-Up Completed By
HEART	HEART Early Bird: 5/20/26 Application Deadline: 6/10/26	As needed	Thurs. Aug. 13	12 p.m. – 3 p.m.	Fri. at 5 p.m.
Food	Early Bird: 5/20/26 Application Deadline: 6/10/26 *Apps received after 6/10/26 will be subject to a \$100 late fee	Submitted by 5/20/26 = 6/3/26 Submitted by 6/10/26 = 6/24/26 *Apps received after 6/10/26 will have longer notification times	Fri. Aug. 14	9 a.m. – 12 p.m.	2 p.m.
Cottage Food			Fri. Aug. 14	WITH electricity 12 p.m. - 2 p.m. WITHOUT electricity 2 p.m. – 4 p.m.	W elec. 3 p.m. W/O elec. 5 p.m.
Non-Profit			Fri. Aug. 14		
Other Vendor Booths			Fri. Aug. 14		

- You CANNOT change your assigned spot, transfer your booth space to another vendor, and/or have more than one business per application. Consult the Franklin County Chamber of Commerce with any issues.
- The Franklin County Chamber of Commerce reserves the RIGHT OF PLACEMENT for all vendors to ensure the success of the festival.
- Vehicles must be moved promptly after unloading. Due to safety regulations, the middle of the street must be open for emergency vehicles.
- Vendors are expected to be present and open for business by 5:00 p.m. Friday and 9:00 a.m. Saturday. Failure to open on time or close early will result in termination of participation.
- Vendors ARE NOT PERMITTED to leave or drive through the festival parameters after 4 p.m. on Friday. Please notify the Franklin County Chamber of Commerce if you must leave before the end of festival hours due to an emergency. Vehicles inside the festival barricades leaving before 10 p.m. on Friday or Saturday will be cited by the Russellville Police Department.

- No outside ice. All ice will be available to purchase from an on-site vendor (Parked near Grissom Cleaners).
- No generators are allowed. Be prepared for your assigned PLUG to be at least 75-100 feet from your booth.
- Water may NOT be given away. Any sodas sold are to be of brand name (i.e. Coca-Cola, Pepsi Co.).
- FOOD vendors will be responsible for knowing and abiding by all local health department rules and regulations. Food application and fees ARE REQUIRED from the Franklin County Health Department. For questions regarding rules, guidelines, etc., contact Arther Zurcher, (256-332-2700 | Arthur.Zurcher@adph.state.al.us). The Franklin County Health Department through the Alabama Department of Public Health permit application and fee (\$30) MUST be submitted WITH your Watermelon Festival vendor application by the application deadline. In the event you are not approved as a Watermelon Festival vendor, booth and ADPH fees will be returned.
- FOOD vendors must be inspected by the ADPH on **Friday before 3 p.m.** AND must be approved by ADPH prior to selling any food.
- FOOD vendors WILL NOT be provided with a water source and/or hose, adaptor, etc. The Franklin County Chamber/The Franklin County Watermelon Festival will not grant permission or access to use any water source within festival parameters.
- FOOD vendors must meet all state & local NFPA & International Fire codes! Call Alabama Fire Marshals at 334-241-4166 for more information or email Russellville Fire Marshal Justin Green at firemarshalrfd@gmail.com. Fire Marshal Green will inspect on Friday & Saturday.
- A menu (all items to be sold and their price) is to be displayed prominently by Friday at 6 p.m. and must remain throughout the duration of the festival.
- All vendors are to submit a detailed list of items to be sold.
- The Franklin County Watermelon Festival/Franklin County Chamber of Commerce cannot guarantee/promise ONE sole vendor the right to sell specific brands/items from multiple, independent consultants and/or direct sales companies (i.e., Pampered Chef, Avon, Mary Kay, Paparazzi, etc.)
- Vendors using gaseous tanks, of any kind, must have them secured properly.
- All vendors will be responsible for securing items that may be a tripping hazard on all pedestrian and traffic areas (electrical cords, extension cords, ropes/chains used to secure any items associated with your booth).
- If needed, Vendors are responsible for providing their own light source in addition to streetlamps during evening hours.
- Service animals are welcome. However, pets are not allowed. For the safety of your pet (extreme heat, loud music/noise, and crowds) and other Franklin County Watermelon Festival attendees, we ask that you leave your pets at home.

FESTIVAL RULES AND RESTRICTIONS:

- The Franklin County Chamber of Commerce reserves the right to inspect any and all vendor items. If deemed inappropriate, items will be removed. No merchandise is to be sold or displayed promoting hate or violence or bearing inappropriate language/logos or symbols, etc. Prohibited items include but not limited to swords, knives, guns, nun chucks, brass knuckles, darts, throwing stars, spray string, firecrackers, snappers, etc.
- No items with the Franklin County Watermelon Festival, Franklin County Chamber, or Watermelon Festival Entertainment (name/logo/artwork/images) are permitted.
- No merchandise, tents, booths, racks or other items are to exceed the boundaries of your booth. If so, you WILL be charged for an additional booth.
- The Franklin County Chamber and/or Franklin County Watermelon Festival may terminate the participation of any festival vendor at any time with no refund.
- Do not leave any garbage on the ground. Trash receptacles are available within each block of the festival parameters. Vendors leaving garbage will be banned from future festivals.
- Absolutely NO ALCHOLIC BEVERAGES, TOBACCO PRODUCTS, or OTHER NICOTINE PRODUCTS are permitted on the premises. The State of Alabama has a “no open container” law.
- The Franklin County Chamber of Commerce will not assume responsibility for damage, loss, or injury that may occur to the vendor or the vendor’s belongings.
- The festival will go on RAIN OR SHINE. Please plan accordingly. If the festival must be cancelled for reasons out of the organizer’s control (i.e., weather, government-imposed regulations, viruses, and pandemics, etc.), full refunds will not be issued.

Contact Information: Cassie Medley | Executive Director | Franklin County Chamber of Commerce | P. O. Box 44 | Russellville, AL 35653
256-332-1760 | director@franklincountychamber.org | www.franklincountychamber.org