the Sumter ITEM

JINGLEFEST

A FREE HOLIDAY CELEBRATION FOR THE SUMTER COMMUNITY

USC SUMTER - 200 MILLER RD

JingleFest is a festive holiday market celebrating the holiday season with family-friendly activities. This **FREE** public event will feature a wide variety of attractions and activities that appeal to all ages!

Complete holiday shopping with local vendors, sample food, listen to live music, meet Santa and feel your heart grow three sizes from all the holiday cheer.

DEC. 12

11A.M.-4P.M.

FEATURED ACTIVITIES

* Photos with Santa
* Crafts
* Holiday Reading Corner
* Food
* Christmas Vendors
* Local Choirs
* And more!

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Santa • Vendors • Food • Music • Crafts

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JINGLEFEST

VENDOR FORM

Company Name: _____

Vendor Name:_____

Contact Info: (Name\Email) _____

Phone: _____ Number of Booths Needed: _____

Are you a 2026 Best of Sumter Winner?: Yes ☐ No ☐ Electricity Required: Yes ☐ No ☐

(Electricity is very limited and is on a first come first served bases)

Total Price:$ _____Signature: _____ Date: _____

Vendor Notes

- All vendors are to provide their own tables, chairs, tents, and all necessary items.
- Item Staff cannot provide personnel to help with set-up or break-down.
- This is an outdoor event. Please plan accordingly for weather.
- Vendor Spaces are designated to be 14 feet wide. If additional space is required, please let your sales representative know.
- Applicant hereby indemnifies the Sumter Item, its members, subsidiaries, and their affiliates in the event of loss or damage to goods and/or personal injury.
- The Sumter Item reserves the right to refuse entry to any vendor
- This is a child-friendly event. No explicit or profane materials permitted.
- No pets allowed. Service animals are exempt.
- If you are selling merchandise, food, you must have a permit from Sumter City-County Business License office - (803) 774-1601 and SCDOR Retail License (SC DOR Form 111).
- Electricity is very limited and is on a first come first served bases. If your booth requires electricity, please let the event coordinator know at the time of your submission.
- Setup will take place from 8-10:30 am on Dec. 12th.
- The Sumter Item reserves the right to require a Certificate of Insurance (COI) on an as needed bases. In general, COIs are not needed from booths selling handmade, non perishable items.
- All vendors must be properly licensed to include a South Carolina Retail License. Proof will be required upon check-in at the Festival.
  - You do not need a SCDOR Retail License if you are only handing out promotional items and will NOT be making retail sales.

Dates to Know

Nov. 12 - Last day to reserve your vendor space
Dec. 12 - Event day. Setup from 8:30-10:30 a.m.

VENDOR TABLE

$149 PER BOOTH
2026 Best of Sumter Winner/ Non proft $50

CONTACT A SALES REP!

advertising@theitem.com

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DON'T ALREADY HAVE A LICENSE?
HOW TO OBTAIN LICENSES

City of Sumter Business License

- All exhibitors are responsible for obtaining or providing their own City of Sumter Business License
- If you have an existing license for City of Sumter, please have a copy for display
- If your business is outside of the City of Sumter, you will need to get a City of Sumter Business License to participate
- Licenses must be shown at event check-in
- If you are applying for a business license, allow 5-7 business days for processing
- You do not need a License if you are only handing out promotional items and will NOT be making sales

City of Sumter Business License Info

Mailing Address: P.O. Box 1449 Sumter, SC 29151
Physical Location: 12 W. Liberty St., Sumter, SC 29150
Phone: (803) 774-1601 Fax: (803) 774-1688
Email: businesslicense@sumtersc.gov

sumtersc.gov/business-license

View application and details

South Carolina Department of Revenue License

1. Artists and crafters participating as vendors only at craft shows and festivals more than four times in a fiscal year, where they are selling products that they have created or assembled, will need the Artist & Craftsman License ($20) to charge and collect the 6% statewide Sales & Use Tax along with any applicable local taxes.
2. If you sell your products anywhere other than at craft shows, events, or festivals, including online sales, you will need a Retail License ($50) as described above.

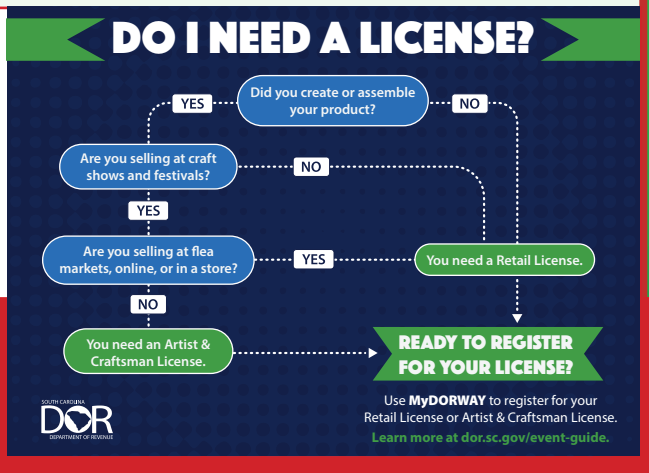
Visit SCDOR for more details and to determine the type of license you require and see chart below.

- Licenses must be shown at event check-in
- When applying, allow 5-7 business days to get license response
- You do not need a Retail License if you are only handing out promotional items and will NOT be making retail sales.

South Carolina Department of Revenue

tiny.cc/d02t001

View application and details



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