



Important Update Regarding 2026 Booth Rent

To our valued Harvest Homecoming Vendors and Downtown Partners,

For over 50 years, Harvest Homecoming has been a beloved New Albany tradition, bringing hundreds of thousands of visitors to our streets. We take great pride in being one of the most cost-effective, high-traffic venues for small businesses and artisans in the Midwest.

After careful consideration and a thorough review of our operational costs, the Harvest Homecoming Board has approved an adjustment to our booth rent structure beginning with the **2026 season**.

The New 2026 Rent Structure

- **Standard Vendor: 10' x 10' Booth** - \$400 (4-day event)
- **Downtown Footprint Business: 10' x 10' Booth** - \$350 (4-day event)

Why is this change happening now?

We understand that any price increase affects your bottom line. We have made this decision based on the following factors:

A Decade of Stability

Harvest Homecoming has not increased booth rent rates since **2017**. For nine years, the festival has absorbed the rising costs of security, sanitation, insurance, and municipal services. To ensure the continued safety and quality of the event our vendors and guests expect, we must align our revenue with today's operational reality.

Mission-Driven Sustainability

Harvest Homecoming is a non-profit organization, 100% operated by volunteers and funded by sponsors, donors, and booth rent. Booth rent is much more than purchasing a space on the street. It helps to fund over 30 festival and community events benefitting New Albany and Southern Indiana.

Comparative Value

Even with this adjustment, Harvest Homecoming remains one of the premier "values" in the festival circuit. At **\$100 per day** (\$87.50 for footprint businesses), your business gains access to a massive audience that far exceeds the reach of other regional events.

- **Harvest Homecoming:** \$100.00 / day (Est. 500k+ visitors)
- **Regional Peer Average:** \$125.00 – \$185.00 / day

Supporting Our Local "Footprint" Businesses

We remain committed to our downtown partners. We have maintained a **\$50 discount** for businesses within the festival footprint to acknowledge the unique logistical challenges you face and to encourage our New Albany storefronts to be featured in the festival.

Looking Forward

These funds will be reinvested directly into the infrastructure of Booth Days—improving guest flow, enhancing security, and expanding our marketing reach to bring even more shoppers to your stall.

We thank you for your continued partnership and for being the reason why Harvest Homecoming remains a "Local Legacy."

Sincerely,

The Harvest Homecoming Booth Committee