



2nd Annual Edgewater Children's Festival 2011 Vendor Packet

Dates: Saturday and Sunday, July 30 and 31, 2011
Location: City of Edgewater, West 25th Avenue (closed) from Sheridan to Gray
Time: 10 AM to 5 PM
Sponsors: Edgewater Enterprise (event organizer) and City of Edgewater
Website: www.loveedgewater.com

Last year's 1st Annual Edgewater Children's Festival was a grand success attracting over 10,000 families from across the region. Occurring the same weekend as the Dragon Boat Festival directly across Sheridan next to beautiful Sloan's Lake, nearly 125,000 people are expected through the weekend between both events.

Vendor Details

All vendor spaces are 10'x10' and each vendor is required to have a 10' x 10' canopy. Vendors are responsible for booth setup and tear down each day, and for providing their own supporting materials and equipment. Vendor setup begins at 8:00 AM each day and tear down cannot occur till 5:00 PM. Several days before the event a master event booth map with access points and parking locations, will be provided to each vendor via email.

Vendors should prepare for all weather conditions. There are no bad weather refunds.

Vendors are responsible for maintaining and leaving their booth space clean from trash and debris both event days.

Vendors are encouraged to have a small set-aside children's play activity at their booth. Example activities include a child size table with children picture books, coloring materials, toys, games, etc.

There are three vendor types and associated participation costs and requirements. Booth vendors of all types are not allowed to sell beverages of any kind.

1. Food, face painting and temporary tattoos; no booth fee, required 70% vendor and 30% event organizer final proceeds split

All vendor sales are conducted and tracked using tickets, which are sold by the event organizer to event attendees. One ticket is worth \$1 and will be redeemed

to vendors at .70 cents. Vendors are not permitted to engage in cash transactions during the event. Evidenced cash transactions or beverage sales are cause for immediate removal of a vendor from the event with no rights for ticket redemption. For redemption, vendors must bundle tickets in groups of 50 and 25. The 50 count bundle must contain five contiguous tickets of 10 layers. The 25 count bundle must be single tickets. Only thin rubber bands can be used to bundle tickets. Vendors have till 5:00 PM Monday, August 1 to submit tickets for redemption, at 2465 Sheridan Blvd. Vendor payments will be made by check and available for pickup Wednesday, August 3 at 9:00 AM. Redemption checks can be mailed by request.

2. Retail and service; \$195 for both days

Vendors manage sale transactions using cash. No food, beverage or face painting or temporary tattoo sales are permitted.

3. Non-profit and educational organizations; \$100

Organizations manage sales and information transactions. Scholarships reducing the booth fee to \$0 are available and are considered on a case by case basis. No food, beverage or face painting or temporary tattoo sales are permitted.

All vendors are expected to comply with all federal, state and local laws, rules and regulations, and shall have all appropriate licenses, permits and other required documentation. Subletting or booth sharing is not permitted without prior permission of the event organizer. Vendors are responsible for collection and payment of Sales Tax to the State of Colorado and City of Edgewater. A tax form from the City of Edgewater will be provided. Food vendors are required to have applicable food service permits from Jefferson County.

A completed application, indemnification agreement and fee if applicable must be completed in full and submitted to the Edgewater Children's Festival Committee before **July 5, 2011**. Booths are available on a first come first served basis.

Children's Festival Promotion

All vendors are expected to help market and promote the event. If you have a Facebook account, 'Like' the LoveEdgewater FB Page at www.facebook.com/pages/loveedgewater/. Also, use email to distribute your availability at the Edgewater Children's Festival to your network of customers. You can use our marketing materials to assist in spreading the word.

VENDOR APPLICATION

Exhibitor/Vendor Name

Responsible Contact Person

Address _____

City: _____ State: _____ Zip _____

Phone # _____ Cell _____

E-mail address: _____ (required, please print)

How did you hear about the Children's Festival? _____

Make checks payable to: Edgewater Enterprise

Mail or deliver to: Edgewater Enterprise
Attention Marshall Vanderburg
2465 Sheridan Blvd.
Edgewater, CO 80214

For further information please contact:

Jim Taylor at: ewcf@loveedgewater.com

Checkmark the event space type below

Food, face painting and temp tattoos \$ 0

Space Rental for 10' x 10' space: \$ 195.

Non-profit: \$ 100.

*Scholarship request?
Event organizer will be in contact*

TOTAL AMOUNT ENCLOSED: \$ _____

Edgewater Children's Festival Saturday July 30 - Sunday July 31, 2011

VOLUNTEER/ VENDOR
CHECK IN

SHUTTLE
DROP

5800

FOOD ZONE

5700

STAGE 1

BEER

PONIES

5600

5500

28th AVE. RESIDENT
PARKING

5400

STAGE 2

ACTIVITY
ZONE

5300

BEER

BEER

5200

FOOD ZONE

BOUNCE
FEST

5100

EVENT
SIGNAGE

EVENT
SIGNAGE

EVENT
SIGNAGE

EVENT
SIGNAGE

VENDOR
PARKING
(GA)

SHUTTLE
DROP

