

2012 THORNTONFEST VENDOR APPLICATION GUIDELINES

Saturday, May 19 • 10 a.m. - 5 p.m.
Multipurpose Fields
108th Avenue and Colorado Boulevard

Thorntonfest is a community celebration that typically draws a large family audience of more than 40,000 festival goers each year.

This year's event will feature arts and crafts, business and non-profit exhibitors, a car show, carnival rides, Paw Fest for all the animal lovers, along with a great selection of food, entertainment and much more!

Location: Thorntonfest is held at the Thornton Multipurpose Fields, located at 108th Avenue and Colorado Boulevard in Adams County.

Thorntonfest Vendor Divisions

MARKETPLACE

• BUSINESS EXHIBITORS

This portion of the Marketplace will be open to area businesses, community service groups and non-profit groups. There are two different fee options for these exhibitors (Business, and Non-Profit), but all will be located in the same area of the Marketplace.

- A Non-profit group is any organization that can verify their non-profit status.
- Business is defined as typical businesses that have a business office or store front.

• CRAFT FAIR

This portion of the Marketplace is open to anyone who is selling handcrafted merchandise.

! Commercial or import versions of handcrafted items may be sold as a Business vendor ONLY.

The festival reserves the right to dismiss any vendors from the crafts area found in violation of this handmade only rule.

KIDS KORNER

The businesses and vendors in this area are selling or promoting traditional and not-so-traditional items that will educate and/or amuse children of all ages. Whether it's an item that will encourage creativity or learning through play such as games, puzzles, toys, arts and crafts, science and nature, or any other product geared-toward children – these are the vendors and exhibitors who will feel right at home in Kids Korner!

PAWFEST

The west end of the event site will be used to host the Frisbee dog competition and pet vaccinations for reduced fees. To accompany these pet specific activities, we have created the "AniMall", featuring vendors and businesses who sell all types of pet products and services.

THORNTONFEST VENDOR DIVISIONS CONTACT INFORMATION

Cathy Carpenter, Business Promotion (no products for sale)
cathy.carpenter@cityofthornton.net, 720-977-5912

Karri McCleave, Craft Exhibitors & Businesses (with products for sale)
karri.mccleave@cityofthornton.net, 720-977-5921

Shelly Shipley, Kids Korner
shelly.shipley@cityofthornton.net, 720-977-5916

Renee Dodson, Paw Fest
renee.dodson@cityofthornton.net, 720-977-5917

Eligibility

- Any booth selling merchandise **must** submit photos that accurately represent the items to be sold. Please label the back of photos with your name and brief description of the items. Photos will be returned prior to the festival.
- Business or non-profit groups will not be allowed to sell face painting services.
- No food sales will be allowed without prior approval from the festival organizers and Tri-County Health Department.
- Similar or competing businesses will be limited.
- **Thornton residents are given priority until February 27. Nonresident applications will be processed beginning February 28.**
- Space is limited! Get your application in early. First-come, first-served.

Booth Information

- Each exhibitor will be assigned a 12' x 12' space on grass, which will have a 1' area on either side to be shared with neighboring booths for staking and tent access purposes only. Spaces are pre-assigned. Exhibitors will be notified of their booth space in the Marketplace packet that will be e-mailed to you approximately two weeks prior to the event.
- Canopies or tents are the responsibility of each individual vendor. Tables and chairs are not included with your booth fee. If you wish to rent these items from us you may do so for the following additional fees: Tables \$10 each, Chairs \$1 each. Rentals **MUST** be made in advance. We cannot guarantee that extra rentals will be available on the day of the event.

- All exhibitors must submit a detailed description of their business; the company name alone will not be sufficient.
- Exhibitors must conduct their business within the confines of their 12' x 12' assigned booth space. No exhibitor may leave their booth space to solicit or distribute information. This will be strictly enforced.
- Please be considerate of other exhibitors. At no time can the volume of an amplified sound system be disruptive beyond the vendor's assigned space. Event staff may require that you reduce the volume.
- Exhibitors must bring their own trash receptacle for their booth.
- Come prepared! Colorado weather can change quickly. Come prepared to enjoy sunshine, but throw in rain covers and tie downs just in case an unexpected storm rolls through!
- Power is available in most booths for an additional fee. Please give a detailed description of everything you are planning to plug into a power source. Extension cords are not provided. Requests for electricity must be made at time of application. You will not be able to request electricity on the day of the event.
- We will accommodate those persons requiring special needs, such as wheelchairs. When checking in please let check-in staff know that you will need assistance on and off the field.
- Festival staff will be spot-checking exhibitors to ensure that they are conducting business as it was represented on their application.
- All displays must remain set up until the end of the festival and cleared no later than 8 p.m.

**Application Deadline:
April 25, 2012
(or when all spots are filled)**

Sampling

- NO food or beverage sales or giveaways will be allowed. Any product samples should fit in a 1-2 oz portion control soufflé cup and be limited to one per person.
- NO BOTTLED WATER GIVEAWAYS PERMITTED.

Check-In and Set-Up

All exhibitors MUST check-in and deliver any heavy items to their booth space on Friday, May 18, from 1 to 8 p.m. For safety reasons, this will be your only opportunity to drive your vehicle to your booth to unload your items. The festival will provide some overnight security to the site on Friday evening; however merchandise left in your booth is at your own risk.

RV overnight parking will be permitted in the lot behind the Recreation Center beginning Friday, May 18. RV parking will be designated with signs. If you are parked outside of those signs you will be asked to move your RV, regardless of the time. Entrance will be off of 112th Avenue.

Cancellation/Refund Policy

No refunds will be given due to inclement weather. If an exhibitor notifies the festival staff by April 25, 2012 of their cancellation, a refund (**less the \$25 application fee**) will be made. If notice is given after April 25, 2012, no refund will be given.

Special Events License and Sales Tax

Exhibitors selling items are required to obtain a State of Colorado Special Events License. Contact the state directly at 303-866-5643 or request one be mailed along with the confirmation receipt. The City of Thornton tax remittance form will be included in The Marketplace packet. Failure to submit tax earnings may hinder your ability to participate in future City of Thornton events.

You are responsible for your own sales, change and cash box. The Carpenter Recreation Center will not give change to vendors on the day of the event.



Thornton Festivals & Events • 11151 Colorado Blvd. • Thornton, CO 80233