



# 2019 Family Area Sponsor Registration and Vendor Application

**25% late registration fee for vendor applications received after August 16, 2019**

**Festival Dates and Operating Hours: Saturday, September 14, Noon–10 PM; Sunday, September 15, 11 AM–8 PM**

**Festival Location: 100 W. Main St., Cary      Festival Website: [www.CaryMainStreetFest.com](http://www.CaryMainStreetFest.com)**

**CONTACT INFORMATION** (Please type or print legibly. Form must be fully completed.)

Cary-Grove Area Chamber of Commerce Member:  Yes  No

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_ Twitter \_\_\_\_\_ Facebook \_\_\_\_\_ Instagram \_\_\_\_\_

Primary Contact (Fulfilment/Pre-event Info) \_\_\_\_\_ Phone \_\_\_\_\_ Email Address (Required) \_\_\_\_\_

Day-of-Event Contact (OnSite)  Same as Above \_\_\_\_\_ Mobile Phone \_\_\_\_\_ Email Address (Required) \_\_\_\_\_

**PAYMENT INFORMATION**     Cash     Check (Payable to Cary-Grove Area Chamber of Commerce)     Credit Card

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Credit Card Holder Name \_\_\_\_\_ Billing Address \_\_\_\_\_ Card Holder Signature \_\_\_\_\_

## Family Area Highlights Brands and Partners

Cary Main Street Fest's large Family Area is well attended by parents and kids of all ages. It provides an ideal marketing platform for brands and businesses who want to interact with young families and tweens. With several options to choose from, you can customize and build out a sponsor or branding plan to fit your requirements.

**Additional Sponsor Opportunity:** The Cary Shuffle 5K, benefiting the Cary 26 Education Foundation (CEF), will take place prior to the fest on Sunday, September 15, 8:00–10:30 AM. Sign up today!

**Booth space is NOT reserved until full payment and a signed form are received.**

**Sponsorship benefits will not be activated until payment is received.**

Make checks payable to Cary-Grove Chamber of Commerce. Completed form and payment should be mailed to:

Cary-Grove Area Chamber of Commerce  
Attn: Cary Main Street Fest  
445 Park Ave.  
Cary, IL 60013

Contact Melissa, Big Buzz Idea Group, at (773) 804-8589 or [Melissa@BigBuzzIdeaGroup.com](mailto:Melissa@BigBuzzIdeaGroup.com), with any questions regarding Cary Main Street Fest.

HOSTED BY



PRODUCED BY



## SELECT TYPE AND LEVEL OF PARTICIPATION

(See reverse side for more information)

| Sponsorship Levels  | Sponsorship Amount |
|---|--------------------|
| <input type="checkbox"/> Inflatable Sponsor \$500                 | \$ _____           |
| <input type="checkbox"/> Entertainment Sponsor \$250              | \$ _____           |
| <input type="checkbox"/> Game/Activity Sponsor \$250              | \$ _____           |
| <input type="checkbox"/> Cary Shuffle 5K (Sunday, Sept. 15) \$200 | \$ _____           |

| Event Program Advertising*                                 | Advertising Amount |
|--|--------------------|
| <input type="checkbox"/> Large Ad (4.5" W x 2.5" H) \$500  | \$ _____           |
| <input type="checkbox"/> Small Ad (2.25" W x 2.5" H) \$250 | \$ _____           |

*Program is distributed to the first 5,000 festival attendees who donate at the gate.*

| Family Area Market Vendor Category  | Fee   | CGACC Member* |
|---|-------|---------------|
| <input type="checkbox"/> Nonprofit, Handmade, 10' x 10'<br><i>Nonprofits must attach a copy of organization's 501(c)3</i> | \$200 | \$150         |
| <input type="checkbox"/> General Merchant, 10' x 10'  | \$300 | \$250         |
| <input type="checkbox"/> Promotional, 10' x 10'   | \$400 | \$300         |

*\*Membership must be current as of August 15, 2019*

**TOTAL AMOUNT DUE**      \$ \_\_\_\_\_

Please check this box and sign below that you have reviewed the sponsor and vendor booth offerings and the guidelines on the reverse side and that agree to the terms and will abide by the guidelines.

**SPONSOR SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_

# 2019 Cary Main Street Fest Family Area Sponsorship Registration and Vendor Application

## SPONSORSHIP BENEFITS

### INFLATABLE SPONSOR \$500

- Company logo or name on banner by the inflatable
- Company name on event website
- Limited to three inflatables per sponsor

### ENTERTAINMENT SPONSOR \$250

- Company logo or name on banner by the Family Stage
- Company name on event website

### GAME/ACTIVITY SPONSOR \$250

- Sponsor one game or activity provided by CMSF
- Company name on event website

### CARY SHUFFLE 5K SPONSOR (SUNDAY, SEPT. 15) \$200

- Small logo on Cary Shuffle 5K t-shirt
- Literature/samples placed in race packet
- Table at the event
- Logo on Cary 26 Education Foundation website

## VENDOR RULES AND GUIDELINES

Family Area Vendor Applications **MUST be completely filled out** and received with non-refundable payment and supporting documentation by **August 16, 2019**. The Cary-Grove Area Chamber of Commerce (CGACC) and Big Buzz Idea Group (BBIG) are not responsible for applications that do not include the necessary documentation. **Vendors filing applications after August 16 will be assessed a 25% late fee which is due with the application. Vendors with outstanding debt to the CGACC (or Village of Cary) will not be allowed to participate until outstanding financial obligations are rectified.**

*This is a rain or shine event. Inclement weather or Acts of God will not result in the cancellation of the event or the refunding of your fees.*

## VENDOR CATEGORIES AND FEES

| Category   | Fee          | CGACC Member* |
|--|--------------|---------------|
| <b>NONPROFIT or HANDMADE</b>   | <b>\$200</b> | <b>\$150</b>  |
| Nonprofit organizations must provide verification of nonprofit status and a copy of the organization's 501(c)3. Handmade vendors must sell items made only by the applicant (no resale). |              |               |
| <b>GENERAL MERCHANT</b>  | <b>\$300</b> | <b>\$250</b>  |
| Vendor purchases and resells merchandise.  |              |               |
| <b>PROMOTIONAL</b>   | <b>\$400</b> | <b>\$300</b>  |
| A for-profit organization exhibiting at the event to market or promote their company, product or service.  |              |               |

*\*CGACC discounted fee applies to Chamber members in good standing. To qualify for CGACC membership, vendor/business must be located in the chamber's geographical service area. The membership application must be filed by August 16, 2019.*

Submission of Application **does not guarantee** participation in the event. All applications are reviewed by the Fest Committee and notified of their acceptance. Any Family Area Vendor not approved for the festival will be notified and will receive a full refund of all application and equipment fees.

## BOOTH REQUIREMENTS

- Exclusivity is **NOT** guaranteed to ANY participant.
- Booth space is **NOT** assigned and reserved until payment and signed application are received.
- Booth spaces are randomly assigned and locations are non-negotiable.
- Vendor **may not move** their booth space any time during the festival.
- Participants may **ONLY** market from their assigned space. No drilling into the street shall be permitted.

- **NO water, soda or food sales are permitted.** Any Family Area Vendor doing so will be closed down without warning.
- Vendors and Sponsors are responsible for their own signage, tents, tables and equipment; vendors may participate in a bulk rental order for tents, tables and equipment. We **do not** provide running water or lights.
- Canopies must be properly weighted down (40 lbs. or more attached per leg), and vendors should lower and properly secure their canopies overnight.
- Cary Main Street Fest is meant to reflect the Village of Cary community at its best. Each vendor is required to empty garbage and recyclables appropriately in the Chamber-provided dumpsters. Vendor space must be kept clean and free of debris. A Fest staff member will periodically monitor and review the space for cleanliness each night with the vendor. Each vendor is responsible for providing necessary trash bags and properly bagging and disposing of all garbage from your booth. **Violators will be fined a minimum of \$100 for non-compliance.**
- Vehicles are only allowed in the Family Area for setup prior to the start of the event and for teardown after the festival has closed. You will be notified when it is safe to bring your vehicle into the area. All vendors will receive a confirmation email regarding load-in and load-out times and parking arrangements, if any, for vendors. Each vendor must adhere to the established guidelines. **All vehicles must be removed from the area 60 minutes prior to the start of the event. At no time may vendors block alleys, driveways or train crossing.**
- It is advised that all vendors have a plan for safe handling of money (i.e. the periodic removal of cash from the area and a secure method for maintaining cash on site). Some events have reported thefts from vendors. Please plan accordingly.
- In an effort to protect your space and effectively maintain the cleanliness of the event, any vendor not staffing their booth for the duration of the event will be required to "close the booth" utilizing tent sides. **Vendors who do not adhere to this policy will be fined \$75 per day.**

## GENERAL

- All Fest participants and their employees are expected to serve as a positive representation of the community and at no time should there be any illegal activities taking place at the festival. Any vendor found in violation of these rules can be fined and immediately removed from the festival and prosecuted at the Chamber's discretion.
- Mistreatment of event staff or volunteers will not be tolerated. BBIG/CGACC reserves the right to remove any individual or company from the event and ban from future Big Buzz Idea Group productions.
- CGACC, BBIG, employees, related festival providers and participating sponsors shall NOT be responsible for any injury, loss or damage that may occur to the vendor, its employees or property prior to, during or subsequent to the period covered by the vending contract. The vendor signing this contract expressly releases all of the aforementioned from any and all claims from such loss, damage or injury.
- CGACC and BBIG are not liable for injury or litigation arising from the products/services you or your company offer to the public. Products offered must comply with applicable state and federal laws.
- This event will be photographed and videotaped. By participating in this event you hereby consent to the use of your likeness or image in those photographs or video for future promotional consideration by Cary Main Street Fest, the Cary-Grove Area Chamber of Commerce and/or Big Buzz Idea Group.