

STREET FAIR SPONSORSHIP APPLICATION



The Fourth Avenue Merchants Association reserves the right to accept or decline any sponsorship.

E-mail completed application to marketing@fourthavenue.org

First Come - First Serve Placement

- **\$1,500** (Non-Profits Only) 10x10 Booth (upon availability) for community outreach and promotion
- **\$3,500** 10x10 Standard Booth to promote, sell & distribute your products
- **\$5,000** 10x10 Corner Booth in Prime Location - Banner at the event - Logo inclusion on website - Acknowledgment on social media
- **\$7,000** 10x20 Booth in Prime Location - Banner at the event - Acknowledgment on website, on social media and from both stages
- **\$10,000** Double Corner or Endcap in Prime Location - Banner at the event - Acknowledgment on website, on social media and from both stages
- **\$20,000** 20x20 Booth in Premium Location - Presenting Industry Sponsor - Industry Exclusivity - Banners in all high-traffic areas - Acknowledgment on website, on social media, in all advertising & media and from both stages
- **CUSTOM** 10x30 Booth or larger - Banners in high-traffic areas - Acknowledgment on website, on social media, in advertising and from both stages

Choose Sponsorship Level:

- \$1,500 (Non-Profits Only) \$3,500 \$5,000
 \$7,000 \$10,000 \$20,000
 Custom (10x30 or Larger)

Business Information:

Business Name :

Website :

Main Contact Information:

First Name : Last Name :

Address :

Zip Code : Phone No : E-Mail :

Full payment must be made immediately. Please make check/money order payable to "FAMA" for all fees. All checks will be deposited upon receipt. All returned checks are subject to a \$35 charge. The last day to withdraw from the event and receive a refund is 45 days prior to the event. Refunds will not be issued after this deadline. Please note that for all Credit Card payments, a 3% processing fee will be applied.

Will you pay by Credit Card? Please check one: Yes, add 3% No, I'll pay with check

STREET FAIR RULES



- Sponsor can only sell/promote the products and services they regularly provide throughout the year. The Executive Director and/or the Director of Events reserve the right to disallow the sale of any products or services that would adversely affect the Fair.
- Sponsors must post the sign provided by FAMA indicating they are a "Sponsor".
- The Sponsor booth must be occupied by the Sponsor requesting it. It may not be sublet, shared, or otherwise used by anyone other than the Sponsor for any reason, unless prior authorization is provided.
- Merchandise, signage, etc. cannot be set up on sidewalks. Sponsors, their staff and/or agents cannot engage in any business outside of their booth space.
- Sponsor is responsible for proper insurance and protection of their products and equipment during setup, throughout the Fair and load out. The Fair is not responsible for any damage to property due to weather, unrelated incidents or acts of God. General security is provided 24 hours during the show. If additional security/accommodation is required, arrangements must be made prior to setup with FAMA at the Sponsor's expense.
- Sponsors are expected to comply with all Fair and government regulations. The North Fourth Avenue Merchants Association reserves the right and responsibility to ensure compliance with all regulations. Failure to comply and cooperate with Fair Staff will result in removal from the Fair with no refund and suspension of rights to exhibit in future Fairs.
- Everyone is required to check-in. Set-up must be completed by 9:00 a.m. on opening day, at which point no more vehicular traffic will be allowed on the avenue for the duration of the fair. Booths must be open by 10:00 a.m. and remain open until the official closing on all three days. Sponsors must claim their assigned booth space no later than 8:00 a.m. on Friday, or it may be forfeited.
- To maintain the integrity of the Fair the following behaviors are not allowed and will result in expulsion from the Fair without a refund:
 - 1) NO aggressive tactics are allowed.
 - 2) NO hawking is allowed.
 - 3) NO selling is allowed outside the assigned booth space.
 - 4) NO amplified music and/or audio is allowed.
 - 5) NO open flames and heaters of any kind are allowed.
 - 6) NO generators are allowed.
- The Executive Director and/or the Director of Events are the final arbiters of all Fair rules, and all their decisions are final.

By signing below, I agree to abide by all the Fair's rules and agree to all the terms and conditions.

Sign

Date