

# HISTORIC **FOURTH** AVENUE

## 2024 WINTER STREET FAIR SPONSORSHIP APPLICATION

December 13-15, 2024

FIRST-COME FIRST SERVE

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

Email completed application to [marketing@fourthavenue.org](mailto:marketing@fourthavenue.org)

Contact Person:

Business Name:

Address:

Email/Website:

Phone:

### CIRCLE SPONSOR LEVEL

COMPANION

VENDOR

SPONSOR

PARTNER

CHAMPION

OTHER

Full payment must be made **immediately**. Please make the 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. Please note that for all Credit Card payments, a 3% processing fee will be applied. The last day to withdraw from the event and receive a refund is November 1, 2024. Refunds will not be issued after this date.

### Street Fair Rules

- Sponsor can only sell/promote the products and services they regularly provide throughout the year. The Executive Director and/or the Events Director 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.

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- Ice must be purchased from the Fair. 40lb bag/ \$15.00. Orders are accepted by texting 520-591-5900.
- 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.
  - 4) NO selling is allowed outside the assigned booth space.
  - 5) NO amplified music and/or audio is allowed.
  - 6) NO open flames and heaters of any kind are allowed.
  - 7) 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.

\_\_\_\_\_Date:\_\_\_\_\_