



*Allentown's 250<sup>th</sup>*  
*"City Without Limits – Points of Pride"*  
*Community Festival Application*  
Saturday, September 29<sup>th</sup> – 12:00–7:00 pm

Allentown is hosting a 250<sup>th</sup> Anniversary Parade on Saturday, September 29, 2012 from 11:00 am – 1:00 pm. The parade will start at the Fairgrounds and end at 9<sup>th</sup> and Hamilton. Starting at 12:00 noon we will also be hosting a Community Festival centering around the neighborhood of 9<sup>th</sup> and Hamilton Streets. This is a family friendly festival with vendors, games, entertainment and the celebration of POINTS OF PRIDE in Allentown. If you would like to participate as a vendor or performer, please fill out the relevant section on this form.

Festival Vendor/s will receive the following:

- A reserved 10' x 10' space with one 8' table
- Recognition as a participant in other advertising such as print, television and/or online
- Inclusion on website with a link to your webpage
- 10 amp electricity (available at certain locations and if requested)
- 100% of your proceeds on the event day – we take no percentage of your sales!
- One Table Cover will be provided

Vendors are responsible for:

- All set up and clean up of their reserved space.  
It is very important for vendors to be set up on time.
- All Participants need to be set up and ready by 10:30 am.
- **ALL vehicles** must be cleared from Hamilton Street by 10:00 am.
- **FOOD Vendors** will be inspected **by the Health Department, which is required, prior to event start. INFORMATION PERTAINING TO HEALTH REQUIREMENTS WILL BE INCLUDED ONCE IDENTIFIED**
- Maintenance of Food Safety (any and all necessary heating, refrigeration, ice, etc.)
- Banners, labeling and marketing materials (such as menus, flyers, cards, etc.)
- Participants must be present in their space/s AT ALL TIMES.

If you would like to participate in the Parade Festival please fill out the form and return as soon as possible to reserve your spot. Early registration allows for inclusion in the advertising for this event. Any questions should be directed to – Wendie – 610.433.7777 ext. #25. Participants will be selected on the basis of the date of receipt of application, with consideration to providing a variety of vendors, and with preference given to community organizations.

Please send your logo and a web address to [tara.craig@allentownpa.gov](mailto:tara.craig@allentownpa.gov). This is helpful for all of our marketing pieces and for our website.

**250<sup>th</sup> Parade and Community Festival  
Festival Vendor - Performer Registration Form**

Main Contact Individual \_\_\_\_\_

E-mail \_\_\_\_\_

Name of Company \_\_\_\_\_

Phone Number \_\_\_\_\_ Event Day Phone Number \_\_\_\_\_

Address \_\_\_\_\_

Description for Audience and Advertising \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you have a certain item that you provide that you would like to call attention to or that has a great story – please share through email: [tara.craig@allentownpa.gov](mailto:tara.craig@allentownpa.gov).

**VENDORS PLEASE COMPLETE:**

<b>FOOD</b> Vendor Fee	\$125.00	_____
<b>Non-Profit</b> Organization	\$75.00	_____
<b>Military, School, City</b> Group	\$25.00	_____
Additional Space at \$30 for every 5' – Additional footage	_____	Cost _____
Additional 8' table - each	\$10.00	_____
Electric	\$10.00	_____
Water	\$10.00	_____ Total _____

List 3 Items that you will be selling: \_\_\_\_\_

\_\_\_\_\_

**PERFORMERS PLEASE COMPLETE:** Name of Performing Group \_\_\_\_\_

Type of Performance \_\_\_\_\_

Number of Performers \_\_\_\_\_ Length of Performance \_\_\_\_\_

Performance Space Needed \_\_\_\_\_ Type of Surface Preferred \_\_\_\_\_

The undersigned represents the above named organization and on its behalf agrees to follow General Parade and Community Festival Regulations and Float Safety Regulations attached. In addition, the applicant and all participants agree to indemnify and hold harmless the City of Allentown, and all its agents from and against all claims, losses, liabilities and expenses, including attorney fees and court costs arising from any circumstances occurring in or connected to the City of Allentown's 250th Anniversary Parade and Community Festival.

Signature \_\_\_\_\_ Date \_\_\_\_\_

PRESS KITS ARE ENCOURAGED AND MAY BE SUBMITTED WITH APPLICATION

Return this completed form, payment and/or Press Kit by JUNE 30, 2012

ATTN: Wendie Lazansky, Parade and Festival Coordinator - Allentown Brew Works, 812 W. Hamilton St., Allentown, PA 18101

Enclose entry fee with check (payable to ALLENTOWN 250) or if paying by credit card,

call: 610.433.7777 ext. #25 to submit Credit Card Fax: 484.223.3807 email: [wendie@thebrewworks.com](mailto:wendie@thebrewworks.com)