



Allentown's 250th New Year's Eve Celebration Application

Monday, December 31, 2012

6:00pm–12:00am

Come and celebrate our 2nd Annual New Year's Eve Celebration and the City's Grand Finale of the 250th Anniversary Year. This is a family friendly celebration 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.

Celebration 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 set up between 3:00 and 5:00pm.
- **ALL vehicles** must be cleared from Hamilton Street by 4:30pm.
- **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 (Health Permits can be viewed on line @)**
- 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 Celebration 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.

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.

This is helpful for all of our marketing pieces and for our website.

**250th New Year's Eve Celebration
Celebration 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.

VENDORS PLEASE COMPLETE:

FOOD Vendor Fee	\$100.00	_____
MERCHANDISE and NON-FOOD Vendor	\$75.00	_____
NON-PROFIT Organizations	\$35.00	_____
Additional Space at \$30 for every 5' – Additional footage	_____	Cost _____
Additional 8' table - each	\$10.00	_____
Electric	\$10.00	_____
Water	\$10.00	_____
		Total _____

Please describe your menu and/or merchandise: _____

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 the Celebration Regulations. 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 New Year's Eve Celebration

Signature _____ Date _____

PRESS KITS ARE ENCOURAGED AND MAY BE SUBMITTED WITH APPLICATION

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

ATTN: Wendie Lazansky, 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