34th Annual

Celebrate! Gaithersburg in Olde Towne

In-Kind Sponsorship Opportunities and Benefits

Celebrate! Gaithersburg, on **June 12th from Noon-5pm**, is a free event that attracts up to 20,000 people from around the region. Some annual highlights include multiple stages of live music, numerous vendors and exhibitors, Taste of Gaithersburg, hands-on activities, and fun inflatables. This year, we invite In-Kind sponsors to assist with key featured areas including ***MakerSpace, Green Zone***, and the ***Summer Fun Zone.*** There are three great ways for In-Kind Sponsors to gain exposure, get involved, and help make the event spectacular:

Major Recruiter

- Communicate with City staff to determine the best groups and activities that support area themes and Festival goals
- Recruit 5 or more Activity Booth Hosts for a specific featured area
- Distribute City's In-Kind Sponsor Application to targeted businesses and organizations
- Benefits include company logo on featured area banner (if applicable), on Festival's mobile app, on event marketing materials, on event webpage, and in the Festival program
- Major Recruiter receives 1 additional booth space in featured Festival area with table and chairs (exact size of space to be determined based on activity needs, Festival layout, and availability)

Recruiter

- Communicate with City staff to determine the best groups and activities that support area themes and Festival goals
- Recruit 2-4 Activity Booth Hosts for a specific featured area
- Distribute City's In-Kind Sponsor Application to targeted businesses and organizations
- Benefits include company logo in the Festival's mobile app, on event webpage, and in the Festival program
- Recruiter receives 1 additional booth space in featured Festival area with table and chairs (exact size of space to be determined based on activity needs, Festival layout, and availability)

Activity Booth Host

- Host and facilitate a dynamic and engaging free activity for Festival attendees
- Provide activity and/or craft materials for at least 300 people
- Enhance the Festival by providing attendees with a fun and memorable experience
- Benefit from connecting with up to 20,000 attendees
- Company logo to appear in the Festival's mobile app
- Host organization/business receives 1 booth space in featured Festival area with table and chairs (exact size of space to be determined based on activity needs, Festival layout, and availability)

Custom In-Kind Sponsorships are available and can be beneficial for your organization or company. If you would like to discuss ideas, please contact:

Sheila Bouley
301-258-6350
sbouley@gaithersburgmd.gov

34th Annual

Celebrate! Gaithersburg in Olde Towne

In-Kind Sponsor Information and Regulations

Please Keep for Your Reference (pages 1-3)

Interpretation of the following information and regulations is at the discretion of the City

SPONSOR CONTACT

Sheila Bouley
301-258-6350 ext. 142
(fax) 301-948-8364
sbouley@gaithersburgmd.gov

FESTIVAL DATE, LOCATION and HOURS:

Sunday, June 12, 2016
Gaithersburg City Hall Grounds
31 S. Summit Ave., Gaithersburg, MD 20877
Noon - 5 p.m.

EVENT DESCRIPTION

The 34th Annual Celebrate! Gaithersburg Festival is expected to draw about 20,000 people to Gaithersburg's historic city center. Be part of the celebration by exhibiting your wares, promoting your organization, and enhancing your market position with sponsor opportunities. This one-day event is scheduled for Sunday, June 12, 2016, and will include multiple stages of live entertainment, food, and themed activity areas for all ages and interests.

ADVERTISING / PROMOTION

The City will advertise the Festival on the City website (www.gaithersburgmd.gov), the free mobile app, available for download the day of the Festival, across several social media accounts, the City of Gaithersburg Cable TV station, in multiple print ads in newspapers and magazines, press releases to local and regional media outlets, and with 15,000+ postcards distributed to school students, libraries, City facilities, and events.

PROMOTIONAL OPPORTUNITIES

A variety of additional **sponsorship packages** are available and can be tailored to meet your marketing objectives. Contact Andi Rosati for more information at 301-258-6350.

NOTIFICATION and ACCEPTANCE PROCESS

Forms will be accepted and considered through close of business on May 6, 2016 - provided there is still space available.

The City will accept forms prior to the deadline and reserves the right to reject any form for any reason including incompleteness, failure to meet selection criteria, or potential to disrupt the Festival. Disruption may be defined as disturbing other exhibitors, preventing peaceful assembly of attendees, damaging property, injuring persons, and/or interfering with the planned special events.

Sponsors will receive a confirmation e-mail upon receipt of form, and another in mid-May regarding acceptance status. Celebrate! Gaithersburg is a popular Festival and fills up quickly; acceptance will be dependent on space availability and the quality, appeal, and variety of activities offered. Event day arrival information will be e-mailed to accepted sponsors the week prior to the Festival.

RAIN POLICY / CANCELLATION / REFUND

This is an outdoor, RAIN or SHINE event. You are responsible for covering your materials in case of rain. If the City cancels the entire event due to public safety concerns, a refund will be given. Otherwise, there will be no refunds after May 27, 2016. Refunds are subject to specific guidelines and a processing fee.

In-Kind Sponsor Information and Regulations (Cont.)

Please Keep for Your Reference (pages 1-3)

Interpretation of the following information and regulations is at the discretion of the City

FESTIVAL REGULATIONS

1) All sponsors are required to arrive, set up and break down at the times designated in assigned load in information.
2) No food items or drinks may be sold by any sponsor except for Festival-approved food vendors pre-authorized by the Montgomery County Health Department.
3) No unauthorized alcoholic beverages, pets (with the exception of service dogs), skateboards, roller blades, bicycles, or weapons, real or facsimile, are permitted at the Festival.
4) City staff members reserve the right to have sponsors remove unacceptable or inappropriate items, or to relocate or dismiss/remove any participant.

City staff members reserve the right to deem a sponsor ineligible for participation in future events based on late arrival, early departure, no shows, and inappropriate or uncooperative behavior.

ARRIVAL / BREAK DOWN

You will be assigned an arrival time between 7 and 10:30 a.m. *(Please note: Passes and directions will be e-mailed to you the week before the Festival.)* Times are assigned by category and location within the Festival. The streets will be closed to all traffic at 11 a.m. Sponsors may not be able to drive to their booth location; however, unloading areas will be as close as possible. You must **unload, move your car to assigned parking, and then return to set up**. (We suggest that you bring someone to stay with your equipment and merchandise while you move your vehicle.) **Booths must be dismantled promptly at 5 p.m., but not before.** Event staff will not be available to assist with unloading or break down.

SPACE SIZE

Spaces are determined by the level of sponsorship and the needs of the activity being offered, and include a canopy, tables and chairs.

Event staff will not be available to assist with set-up or break down of your booth. Sponsors equipment and materials must remain within assigned space, and may not obstruct the view of, block, or interfere with neighboring exhibits.

PARKING / VEHICLES

Only one vehicle per sponsor will receive a pass to enter the Festival area. Not all parking will be within sight of booth locations and some may require a shuttle bus ride back. Booth staff arriving later in the day should take the shuttle from the designated parking area. Please contact **Sheila Bouley** if you need passes for any other vehicle to enter the Festival area for unloading. **Sponsor vehicles will not be allowed to re-enter the Festival area until police open the roads.**

TRASH / ELECTRICITY / WATER

There will be **no electricity or water available. Sponsors are responsible for their own trash, oil, and wastewater disposal**. **Sponsors who do not adhere to this regulation will be subject to a fine.**

SALES TAX

The State of Maryland requires any person selling used or new products to charge 6% sales tax. If you do not have a Maryland tax ID #, you DO NOT NEED TO APPLY FOR ONE. Sponsor names will be submitted to the Maryland State Comptroller's Office and a temporary Tax ID # will be automatically assigned to you by the State after the Festival.

PHOTOS

Photographs submitted with form may be used to promote current and future Celebrate! Gaithersburg Festivals.

CITY RESOLUTION # R-73-05

RESOLUTION OF THE MAYOR AND CITY COUNCIL AMENDING R- 30 -92, THE POLICY SETTING FORTH STANDARDS FOR EXHIBITORS, VENDORS, ENTERTAINERS, AND SOLICITORS AT CITY- SPONSORED EVENTS

WHEREAS, the City of Gaithersburg sponsors a myriad of special programs, festivals, and events throughout the year which are well attended by citizens of all ages;
and
WHEREAS, exhibitors, vendors, entertainers and solicitors are invited to participate in these community functions;
and
WHEREAS, these events are held on public property and /or within and along public ways necessitating the closing of streets and specific areas to ensure that all events will be carried out in a manner which protects the public health, safety and welfare of visitors thereto;
and
WHEREAS, the City of Gaithersburg established a standardized policy, as directed by Resolution No. R-30-92, for exhibitors, vendors, entertainers and solicitors to participate on the premises of City-sponsored events;
and
WHEREAS, the standardized policy was established to ensure peaceful assembly, to protect persons and property, to exercise efficient control of crowds and to offer equitable and uniform treatment of exhibitors, vendors, entertainers and solicitors;
and
WHEREAS, the Mayor and City Council have determined that it is in the best interest of the community that amendments to the policy be made from time to time in order to improve the quality of the City's special programs, festivals and events:
NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of Gaithersburg, that amendments be made to Resolution No. R- 30 -02, establishing a standardized policy for each exhibitor, vendor, entertainer and solicitor, participating in a City-sponsored event be and they hereby are as follows:

1. The City will not permit any person or organization to solicit and /or distribute information or goods or offer food, goods or services for sale or entertain within any public right-of-way or public property associated with a City-sponsored event unless a completed application to participate in the specific event has been filed with the City of Gaithersburg and approved by the City Manager or his designee.

2. The City will accept applications prior to the application deadline and reserves the right to reject any application which is incomplete or where the applicant's proposed activity during the event will disrupt other exhibitors or the peaceful assembly of attendees or damage or injure persons or property, or interfere with the planned special events, or is rejected for failure to meet stated selection criteria.

3. The City reserves the right to establish and enforce written rules and regulations as to other criteria which City staff deems pertinent to carry out a special public event or exhibit, provided such rules, regulations and criteria are approved by the City Manager or his designee.

4. The City shall have the right to remove any exhibitor or exhibit or other participant from the event limits who does not comply with the aforementioned requirements or the terms set forth in the approved application.

5. If the City determines to remove an exhibitor or other participant from the event limits pursuant to its authority under paragraph 4 of this Resolution, notification will be made in person by a City staff member. If exhibitor or other participant disregards the staff member's request to leave the event, law enforcement will be contacted to remove the exhibitor or participant. It shall be unlawful for any person participating in a City event to fail to obey a law enforcement request to leave the event area. The area reserved for a City event will be clearly defined and available upon request at the time an exhibitor or participant is requested to leave the event.

ADOPTED by the City Council on the 1st day of August, 2005.

SIDNEY A. KATZ, MAYOR and President of the Council
DAVID B. HUMPTON, CITY MANAGER

Celebrate! Gaithersburg

2016 In Kind Sponsor Form

The final deadline is May 6th, 2016

Forms must be complete and accurate in order to be processed.
Please be sure to include signature page when submitting your form. Incomplete forms will be returned.
Submitting a form does not guarantee acceptance.

Organization/Business Name (as you would like it listed in print):

_____

Contact Person: _____ **E-mail:** _____

Full Business Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone #: _____ **Day-of-Festival Cell #:** _____

Nonprofit ID # (if applicable): _____
(Proof of nonprofit status must be provided with form)

E-mail social media links and high-res logo to Sheila Bouley at sbouley@gaithersburgmd.gov

Describe what activity you will be running at your booth: *Include any age restrictions and participation requirements. (We will use this description for our website, please include an attachment as necessary.)*

_____
_____
_____
_____

Approximate monetary value of your sponsorship activity: $_____

What size space will your activity require? (Standard booth spaces are 10'x10'. Please let us know if your activity will require a larger space, and what size):

_____
_____
_____

We provide our in-kind sponsors with a canopy, tables and chairs. Please indicate the number and type of tables and chairs needed:

_____ 6ft Table(s)
_____ Adult Chair(s)
_____ Children's Table(s)
_____ Children's Chair(s)

List any special requests or needs here:

_____
_____
_____

Celebrate! Gaithersburg

2016 In-Kind Sponsor Form (Cont.)

The final deadline is May 6th, 2016

ACCOMMODATIONS FOR PERSONS WITH DISABILITIES

The City of Gaithersburg is committed to making reasonable accessibility accommodations as required by the Americans with Disabilities Act. **All requests must be made on this form or no later than May 6, 2016.** Your request for accommodations will in no way affect your acceptance status. Please indicate what accommodations are necessary:

_____

_____

_____

All Sponsors

I certify that I have read and fully understand the Celebrate! Gaithersburg In-Kind Sponsor Information and Regulations (pages 1-3), city resolution #R-73-05, this Agreement, any other applicable law or resolution that is in effect as of the date of the 2016 Celebrate! Gaithersburg Festival, and that the information I have provided in this form is true. I will be personally responsible for ensuring that the use of my space is carried out in conformance with this form. I further understand that if I intend to sell anything at the Festival, **I am required to charge 6% sales tax and, if needed, I will be assigned a temporary Maryland State Tax ID# by the MD State Comptroller's Office.**

As a participant in the 2016 Celebrate! Gaithersburg Festival, I agree that I, or anyone entitled to act on my behalf, together with the organization I represent (if any), hereby waive and release the City of Gaithersburg and the organizers of the Festival, plus all event partners, sponsors and volunteers and their representatives, successors and assigns, from all claims and liabilities of any kind arising out of my participation in the Festival, even if that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.

Participation in Celebrate! Gaithersburg by groups or organizations other than City of Gaithersburg officials, departments or committees does not constitute City of Gaithersburg endorsement.

By signing this form, I authorize my check (if applicable) to be processed and deposited upon receipt, and I agree to the terms outlined in this agreement. I understand that if I am not accepted into the Festival, a full refund will be issued.

Printed Name: _____

Signature: _____ **Date:** _____

E-MAIL SCANNED FORM AND ATTACHMENTS TO:
Sheila Bouley
sbouley@gaithersburgmd.gov

OR

MAIL COMPLETED FORM, AND ALL REQUIRED ALL REQUIRED MATERIALS TO:
Celebrate! Sponsor
Attn. Sheila Bouley
506 S. Frederick Ave.
Gaithersburg, MD 20877