

City of Gaithersburg Presents

Oktoberfest
A t T h e K e n t l a n d s

Sunday, October 9, 2016

Noon - 5 p.m.

**SPONSOR
INFORMATION PACKET**



City of Gaithersburg Presents



Sponsor Opportunities

Harvest Moon Sponsor - \$5,000

- Space for a marketing vehicle
- Mention in event press releases and at Festival stages throughout the day
- Pop-up ad on Festival's mobile app
- Company logo to appear in the Festival's mobile app, on advertising banners, on event marketing materials, on event webpage (w/click-thru) and in the Festival program
- Choice of placement in either the Old Farm area or the Downtown area of the Festival
- One 10'x10' booth space
- One canopy, one 6' table and two chairs

Fall Foliage Sponsor - \$3,000

- Mention at Festival stages throughout the day
- Banner ad on the Festival's mobile app
- Company logo to appear in the Festival's mobile app, on event marketing materials, on event webpage (w/click-thru) and in the Festival program
- Choice of placement in either the Old Farm area or the Downtown area of the Festival
- One 10'x10' booth space
- One canopy, one 6' table and two chairs

Pumpkin Patch Sponsor - \$2,000

- Company logo appears in the Festival's mobile app, on event marketing materials, on event webpage and in the Festival program
- Choice of placement in either the Old Farm area or the Downtown area of the Festival
- One 10'x10' booth space
- One canopy, one 6' table and two chairs

Pine Cone Sponsor - \$1,000

- Company logo to appear in the Festival's mobile app, on event webpage and in the Festival program
- Placement in the Downtown area of the Festival
- One 10'x10' booth space
- One canopy, one 6' table and two chairs

Acorn Sponsor - \$500

- Company logo to appear in the Festival's mobile app
- Placement in the Downtown area of the Festival
- One 10'x10' booth space
- One canopy, one 6' table and two chairs

2016 OKTOBERFEST AT THE KENTLANDS

Sponsor Information Form

Please send in this portion (pgs. 3-4) with payment

Please be sure to include signature and payment page when submitting your application.

Sponsor Name (as you would like it listed on event materials):

Contact Person: _____ E-mail: _____

Full Business Address: _____

City: _____ State: _____ Zip: _____

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

Website URL : _____

Level of Sponsorship:

- Harvest Moon \$5,000
- Fall Foliage \$3,000
- Pumpkin Patch \$2,000
- Pine Cone \$1,000
- Acorn \$500

Please send high resolution logo and a brief (75 words or fewer) description of your business, products or services for inclusion in the Oktoberfest mobile app to jopel@gaithersburgmd.gov

Please check box if you plan to have a booth space at the event.

If not checked, we will assume you will NOT be in attendance, and we will not assign you a space. We ask that you please also send an email confirming your request for a booth space to jopel@gaithersburgmd.gov.

For \$2,000, \$3,000, and \$5,000 level sponsors please select your preferred booth location:

Downtown Area

Old Farm / Village Green Area

ACCOMMODATIONS FOR THOSE WITH A DISABILITY

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 application or no later than September 16, 2016.** Your request for accommodations will in no way affect your acceptance status. Please indicate what accommodations are necessary: _____

All Applicants

I certify that I have read, fully understand, and agree to comply with the Oktoberfest at the Kentlands Sponsor Information and Regulations (pages 5-7), and that the information I have provided in this application is true. I will be personally responsible for ensuring that the use of my space is carried out in conformance with this application. I further understand that if I intend to sell anything at the Festival, **I am required to charge 6% sales tax and I will be assigned a temporary Maryland State Tax ID# by the MD State Comptroller's Office after the event, if needed.**

As a participant in the 2016 Oktoberfest at the Kentlands 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 Oktoberfest at the Kentlands by groups or organizations other than City of Gaithersburg officials, departments or committees does not constitute City of Gaithersburg endorsement.

By signing this application, **I authorize my check (if applicable) to be processed and deposited upon receipt.**

Signature _____ Date _____

***If submitting application via email, we advise that you not fill in the credit card number. Instead, print and sign your name, email the application, and call Jennie Cottrell at 301-258-6350 to provide a credit card number by phone.**

Sponsor Please Complete:

Total Paid: \$ _____ Cash Check # _____

Please make checks payable to: **City of Gaithersburg**

CREDIT:

Circle one: VISA / MC / AMEX / DISC # _____ Exp. ____ / ____

Name on Card: _____

Signature (required): _____

Print Name (required): _____

MAIL COMPLETED APPLICATION & PAYMENT TO:

OR

E-MAIL SCANNED FORM TO:

Oktoberfest Sponsor
Attn: Jennie Opel
506 S. Frederick Avenue
Gaithersburg, MD 20877

Jennie Opel
jopel@gaitthersburgmd.gov

For Office Use Only: Oktoberfest Sponsor

Level: _____

Amount Paid: _____

Date Rec: _____

Initials: _____

Date Proc: _____

Initials: _____



Oktoberfest Sponsor Information and Regulations

Please Read Carefully and Keep for Your Reference (pages 5-7)

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

SPONSOR CONTACT

Jenni Opel
240-801-5210 (ph.)
301-948-8364 (fax)
jopel@gaithersburgmd.gov

FESTIVAL DATE, LOCATION and HOURS:

Sunday, October 9, 2016
Kentlands Old Farm and Downtown
Noon - 5 p.m.

EVENT DESCRIPTION

The 25th annual Oktoberfest at the Kentlands, now drawing nearly 30,000 attendees, encompasses several areas within the Kentlands neighborhood of Gaithersburg. Activities for families, a Business Expo, Artisan Row, Wine Terrace and Beer Garden enliven the Kentlands Green and grounds of Kentlands Mansion, Main Street, Market Square and Inspiration Lane. Multiple stages throughout the festival feature traditional Bavarian music and dancing along with local, regional and national entertainers. The Festival areas are connected by marked walking paths, and golf cart transport is available for those requiring assistance. Shuttles run throughout the day from nearby satellite parking. Admission, shuttles and parking are free to the public.

FESTIVAL REGULATIONS

- 1) All sponsors are required to arrive, set-up and breakdown 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.
- 5) 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.

BOOTH SPACE

Spaces are 10'x10' and include a canopy, table and 2 chairs.

All sponsors must provide and be responsible for their own tablecloth, displays, decorations, and staff. Event staff are not available to assist with set-up or takedown of your booth. Sponsor equipment and materials must remain within assigned space, and may not obstruct the view of, block, or interfere with neighboring exhibits.



Oktoberfest Sponsor Information and Regulations, cont.

ARRIVAL / SET-UP / TAKE-DOWN

Event day arrival information will be e-mailed to sponsors the week prior to the Festival.

You will be assigned an arrival time between 10 and 10:30 a.m. 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., and not before.** Event staff are not available to assist with your set-up or take-down. All sponsors are required to arrive, set-up and breakdown at the times designated in assigned load-in information.

PARKING

Only one vehicle per sponsor will receive a pass to enter the Festival area. Parking is not within sight of booth locations and will require a shuttle bus ride back. Booth staff arriving later in the day should take the shuttle from the designated parking area. Please contact Jennie Cottrell at jcottrell@gaitthersburgmd.gov if you need passes for any other vehicle to enter the Festival area for unloading. Vehicles will not be allowed to re-enter the Festival area until police open the roads.

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 MD tax ID #, you **DO NOT NEED TO APPLY FOR ONE.** Vendor 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.

ELECTRICITY / WATER

No electricity or water is available. Sponsors are responsible for their own trash removal and wastewater disposal. Use of a generator must be approved by Festival staff in advance.

PHOTOS

Photographs submitted with application may be used to promote the Festival. Also, please note that photographs taken during the event may be used in future promotional materials.

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 event due to public safety concerns such as severe weather conditions, refund consideration will be dependent upon sponsor benefits received. All refunds are subject to specific guidelines and a processing fee.

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