



SUNDAY, OCTOBER 13, 2019
Kentlands Old Farm and Downtown | 12 p.m.- 5 p.m.

SPONSORSHIP OPPORTUNITIES

Harvest - \$5,000

- Space for a marketing vehicle
- Mention in event press releases and at Festival stages throughout the day
- Company logo to appear on Festival advertising banners, event marketing materials, event webpage (with link to company website) 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—includes one canopy, one 6' table and two chairs
 - Can't man the booth? Let us do it for you! In lieu of a 10'x10' booth space, let us distribute your marketing materials at a City-manned Sponsor Swag booth **and** include signage for your company at event shuttle stops!

Autumn - \$3,000

- Company logo to appear on Festival advertising banners, event marketing materials, event webpage (with link to company website) 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—includes one canopy, one 6' table and two chairs
 - Can't man the booth? Let us do it for you! In lieu of a 10'x10' booth space, let us distribute your marketing materials at a City-manned Sponsor Swag booth **and** include signage for your company at event shuttle stops!

Pumpkin - \$2,000

- Company logo to appear on event marketing materials, event webpage (with link to company website) 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—includes one canopy, one 6' table and two chairs
 - Can't man the booth? Let us do it for you! In lieu of a 10'x10' booth space, let us distribute your marketing materials at a City-manned Sponsor Swag booth!

Pine Cone - \$1,000

- Company logo to appear on event webpage (with link to company website) and in the Festival program
- Placement in the Downtown area of the Festival
- One 10'x10' booth space—includes one canopy, one 6' table and two chairs
 - Can't man the booth? Let us do it for you! In lieu of a 10'x10' booth space, let us distribute your marketing materials at a City-manned Sponsor Swag booth!

Acorn - \$500

- Company name to appear on event webpage and in the Festival program
- Placement in the Downtown area of the Festival
- One 10'x10' booth space—includes one canopy, one 6' table and two chairs
 - Can't man the booth? Let us do it for you! In lieu of a 10'x10' booth space, let us distribute your marketing materials at a City-manned Sponsor Swag booth!

Event Information, Regulations and Policies

Please keep pages 2-5 for your reference.

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

SPONSOR CONTACT

Elissa Taylor, Sponsorship Coordinator
240-805-1635
elissa.taylor@gaitHERsburgmd.gov

FESTIVAL DATE, LOCATION and HOURS:

Sunday, October 13, 2019
Kentlands Old Farm and Downtown
Noon - 5 p.m.

EVENT DESCRIPTION

The 28th annual Oktoberfest is expected to draw 30,000 attendees to the Old Farm and Downtown areas of the Kentlands in Gaithersburg. Fall-themed activities for families, a Business Expo, artisans, Beer Garden, delicious food, and several stages of live entertainment featuring traditional Bavarian music and dancing, and local, regional and national talent will delight attendees throughout the day. Admission, shuttles and parking are free to the public.

FESTIVAL REGULATIONS FOR ALL PARTICIPATING VENDORS

- 1) Vendors are required to arrive, set-up and breakdown at the times and locations designated in the vendor load-in documents, communicated via e-mail prior to the Festival. Vendors are required to notify Festival organizers in advance if they unexpectedly find they are unable to attend the event.
- 2) No food items or drinks may be sold by any vendor except for Festival-approved food vendors pre-authorized by the Montgomery County Health Department.
- 3) Unauthorized alcoholic beverages, pets (with the exception of service dogs), skateboards, roller blades, bicycles, weapons (real or facsimile) and smoking / vaping are prohibited on Festival grounds.
- 4) City staff members reserve the right to have vendors remove unacceptable or inappropriate items, and to relocate or remove any vendor who does not comply with Festival regulations, is uncooperative with event staff, or is disruptive to the Festival. Disruption is defined as disturbing other vendors, interfering with event programming, behaving aggressively toward event attendees or staff, damaging property, or engaging in behavior that threatens the safety of others.
- 5) City staff members reserve the right to deem ineligible for participation in future events any vendor who does not comply with the Festival regulations, is uncooperative with event staff, or is disruptive to the Festival.

ANTI-HARASSMENT POLICY

The City of Gaithersburg is committed to providing a safe and welcoming environment for everyone, in which all individuals are accepted and are treated with respect and dignity, and which is free from harassment of all kinds. The City expects all vendors, sponsors, volunteers and participants of any kind in City programs and special events to treat each other and the public with courtesy and respect. The City has adopted a zero-tolerance policy and will not tolerate any level of harassment by program participants of any type.

RAIN /EVENT CANCELLATION POLICY

Oktoberfest is an outdoor, RAIN or SHINE event. You are responsible for covering your materials in case of rain or wind. If the City cancels the event due to public safety concerns such as severe weather conditions, notice will be placed on the City website.

Event Information, Regulations and Policies

REFUND POLICY FOR THE CANCELLATION OF AN EVENT

Sponsorships will not be refunded due to pre-event marketing exposure.

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 members 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. **Sponsors may not select their own placement, and must set up in the space designated for them by marker or a Festival staff member.**

ARRIVAL / SET-UP / TAKE-DOWN

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

You will be assigned an arrival time between 9:00 and 10:30 a.m. Only one vehicle per vendor will receive a pass to enter the Festival area to unload.

Vendors must **unload quickly, move vehicle 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 break-down. **Festival Streets will close to all vehicles at 11 AM; vehicles will not be allowed to re-enter the Festival area at the end of the event until police open the roads.**

PARKING

Parking is not within sight of booth locations and will require a shuttle bus ride. Booth staff arriving later in the day should take the shuttle from the Festival parking lot.

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 no later than September 27, 2019; however, in order to properly accommodate requests, please notify us as soon as possible.** Please note: your request for accommodations will in no way affect your acceptance status.

SALES TAX

The State of Maryland requires any person selling used or new products to charge 6% sales tax. If you plan to sell items and 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.

TRASH / ELECTRICITY / WATER

No electricity or water is available. Sponsors are responsible for their own trash removal. Sponsors who do not adhere to this regulation will be subject to a fine. Use of a generator, if permitted in your area, 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.

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



SPONSOR APPLICATION

(Please submit pages 5-6 with payment.)

Please be sure to include signature and payment page when submitting this form.

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: _____

I certify that I have read, fully understand, and agree to comply with the Oktoberfest Event Information, Regulations and Policies (pages 2 – 4), and that the information I have provided in this application is true and complete. 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 goods 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.**

By participating in this City of 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 Oktoberfest 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 payment to be processed and deposited upon receipt.

Signature _____ **Date** _____

ACCOMMODATIONS FOR THOSE WITH A DISABILITY: The City of Gaithersburg is committed to making reasonable accommodations as required by the Americans with Disabilities Act and other applicable law. Your request for accommodations will in no way affect your acceptance status. Please describe any specific accommodations you are requesting based on physical, psychiatric, behavioral or other concerns. All requests for accommodations must be made by September 27, 2019 to allow the City sufficient time to consider the request. Please indicate what accommodations are necessary: _____

SPONSOR APPLICATION (CONT.)

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 elissa.taylor@gaitthersburgmd.gov

Level of Sponsorship:

- | | | |
|--|--|---|
| <input type="checkbox"/> Harvest* \$5,000 | <input type="checkbox"/> Pumpkin* \$2,000 | <input type="checkbox"/> Acorn \$500 |
| <input type="checkbox"/> Fall* \$3,000 | <input type="checkbox"/> Pine Cone* \$1,000 | |

*Please send high resolution logo and a brief (75 words or fewer) description of your business, products or services to elissa.taylor@gaitthersburgmd.gov

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

- Downtown Area Old Farm / Village Green Area

***If submitting form via email, please do not fill in your credit card number. Instead, print and sign your name, email the application, and call Elissa Taylor at 240-805-1635 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: Elissa Taylor, Sponsorship Coordinator
506 S. Frederick Avenue
Gaithersburg, MD 20877

Elissa Taylor
elissa.taylor@gaitthersburgmd.gov

For Office Use Only: Oktoberfest Sponsor

Level: _____

Amount Paid: _____

Date Rec: _____

Initials: _____

Date Proc: _____

Initials: _____