



City of Gaithersburg

Active Aging Expo



Partnership Opportunities

Monday, May 6, 2019

Vendor Setup 8:30 a.m. • Event 9 a.m. – 2 p.m.

Activity Center at Bohrer Park 506 S. Frederick Ave., Gaithersburg, MD 20877 • 301-258-6380

Premier Sponsor - \$3,000 (1 available)

- Company name/logo prominently displayed in advertising materials, on social media, website, and on festival banners hung at select intersections two weeks prior to event
- Company name/logo prominently placed on large acknowledgment posters in entrances and gyms and on Activity Room signs the day of the event
- Company name/logo on large and small 'Thank You' signs in Benjamin Gaither Center lobby and in program rooms for one month following the event
- Acknowledgement in all public announcements including press releases and email blasts
- Sponsor banner hung at the Activity Center at Bohrer Park on the day of event (sponsor provides banner)
- Opportunity to announce prize winners during event
- Business card included in program
- 6' table in area of preference with electricity if needed and space for marketing
- Complimentary lunch

Lunch Sponsor - \$1,500

- Company name/logo on advertising materials, on social media, website, and on festival banners hung at select intersections two weeks prior to event
- Company name/or logo on large acknowledgment posters in entrances and gyms on day of event
- Sponsor banner hung in the lunch area on the day of event (sponsor provides banner)
- Company name/logo on 'Thank You' signs in Benjamin Gaither Center program rooms for one month following the event
- Business card included in program
- 6' table in prominent place with electricity if needed
- Complimentary lunch

Activity Sponsor - \$1,000

- Company name/logo on advertising materials, on social media, website, and on festival banners hung at select intersections two weeks prior to event

Activity Sponsor - \$1,000 (cont.)

- Company name/logo on large acknowledgment posters in entrances and gyms and on Activity Room signs on day of event
- Business card included in program
- 6' table with electricity if needed
- Complimentary lunch

Pampering Sponsor - \$500

- Company name/logo on advertising materials, on social media and website
- Company name/logo on large acknowledgment posters in entrances and gyms on day of event
- Company name/logo prominently displayed at pampering location on day of event (example: massage table/chair)
- Business card included in program
- 6' table with electricity if needed
- Complimentary lunch

Friend of Expo - \$250

- Company name/logo on large acknowledgment posters in entrances and gyms on day of event
- Business card included in program
- 6' table with electricity if needed
- Complimentary lunch

Table Sponsor - \$100 (\$125 after 3/1/19) (For-Profit)

- 6' table

Table Sponsor - \$25 (\$30 after 3/1/19) (Nonprofit) or donation of nonperishable food

- 6' table

Business Card - \$50

- Business card in program

gaithersburgmd.gov

Active Aging Expo Fact Sheet

Sponsor Contact

Charlyn Simpson
301-258-6380 Fax: 301-258-6384
charlyn.simpson@gaitersburgmd.gov

Festival Date, Location and Hours

Monday, May 6, 2019
The Activity Center at Bohrer Park
506 S. Frederick Ave., Gaithersburg, MD 20877
9 a.m. – 2 p.m. (Set-up 8:30 a.m.)

The Active Aging Expo attracts more than 500 older adults who can learn about programs, products and services in Montgomery County from nearly 100 different businesses, agencies and not-for-profit organizations. The day includes opportunities to enjoy pampering services, hear educational and entertaining talks and take part in demonstrations. Vendors can enjoy a light continental breakfast and a simple lunch is provided for all attendees. The event is open to the public without charge. Sponsorships and table sales help offset the cost of the day's activities.

Vendor Space

Tables are unassigned and are available on a first come, first served basis. Each group representative may choose a 6' table. Tables are reserved around the perimeter of the exhibition space for those who have requested electricity.

Electricity

Electrical hook-up is available on a limited basis. Please submit your request as soon as possible and we will do our best to accommodate it.

Notification and Acceptance Process

The City will accept sponsor forms up to a week before the event if space is available. Sponsors will receive a confirmation e-mail upon receipt of form, and another in mid-April regarding the specifics of the event. The Active Aging Expo is a popular event and vendor slots fill quickly.

Arrival/Set-up/Take Down

Reminder and follow-up event day information will be **e-mailed** a few weeks prior to the Expo. **All sponsors and vendors should plan to arrive at 8:30 a.m. to set up their table.** Please plan to stay the entire event as a courtesy to those attendees who arrive throughout the day. Early departure may result in a vendor not being invited to future events.

Inclement Weather

This is an indoor, RAIN or SHINE event. Should there be extreme weather, please check the City's website at gaitersburgmd.gov for updates. If the City cancels the event due to public safety concerns, a refund will be given.

Expo Regulations

City staff reserves the right to have sponsors remove unacceptable or inappropriate items, or to relocate or dismiss/remove any participant. No unauthorized alcoholic beverages, pets (with the exception of service dogs), or weapons are permitted. **PLEASE NOTE: The Montgomery County Health Department does NOT allow the distribution of non-commercially wrapped food items.**

Photos/Videos

Photographs and video taken during the event may be used in future promotional materials.

Promotional

A variety of **sponsorship packages** are available and can be tailored to meet your marketing objectives. Contact Charlyn Simpson for more information at 301-258-6380 or charlyn.simpson@gaitersburgmd.gov.

Sponsorship Form

Please print your listing information exactly as you wish it to appear.

Company/Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Special Request: _____

- | | | |
|---|---|---|
| <input type="checkbox"/> Premier Sponsor \$3,000 | <input type="checkbox"/> Lunch Sponsor \$1,500 | <input type="checkbox"/> Activity Sponsor \$1,000 |
| <input type="checkbox"/> Pampering Sponsor \$500 | <input type="checkbox"/> Friend of the Expo \$250 | <input type="checkbox"/> Business Card \$50 (attach card) |
| <input type="checkbox"/> Table Sponsor \$100 (for profit)
(\$125 after 3/1/19) | <input type="checkbox"/> Table Sponsor \$25 or nonperishable food donation (nonprofit)
(\$30 after 3/1/19) | |

Enclosed is my check or please charge my Master Card Visa Discover AmEx

Name on Card: _____

Card #: _____ Exp. Date: _____

Signature: _____

Fax this form to 301-258-6384 or mail to: Charlyn Simpson, Program Supervisor, Benjamin Gaither Center, 80A Bureau Dr., Gaithersburg, MD 20878-1431. Please make check payable to "City of Gaithersburg."
Questions? Call 301-258-6380.

All Sponsors

I certify that I have read and fully understand the Active Aging Expo Fact Sheet and that the information contained 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 Expo, I am required to charge 6% sales tax and I will request a Maryland State Tax ID# from the MD State Comptroller's Office if needed.

I certify that I have read, or have been given the opportunity to read, and fully understand R-73-05 (attached and available on line at gaithersburgmd.gov), any amendments thereto, the event Rules and Regulations (Fact Sheet), this Agreement, and any other applicable law or resolution that is in effect as of the date of the 2019 Active Aging Expo.

As a participant in the 2019 Active Aging Expo, 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 Expo, 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 Expo, even if that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.

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

Printed Name: _____

Signature: _____ Date _____

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