



**DALLAS HOLIDAY PARADE**  
**Saturday, December 4, 2021**  
**Downtown Dallas**

HTEDance & Spirit Group proudly presents the TOYOTA Dallas Holiday Parade, LIVE at The Adolphus Hotel!

For more than 30 years, the Dallas Holiday Parade has celebrated the magic and merriment of the holiday season and has served as the official kick-off to Christmas in the North Texas area.

A Parade Festival will begin at 7:30 a.m. in both Main Street Garden and Belo Garden. The festival will continue until noon. The parade will begin at 10 a.m.

Vendor applications to secure a spot in the festival are available beginning October 1st. Applications will be accepted on a first-come, first-serve basis. Complete the entire application packet and send to:

**MAKE CHECKS PAYABLE TO:**  
**HTEDance & Spirit Group, Inc.**  
**ATTN: DHP FESTIVAL**  
PO Box 632178  
Irving, TX 75063  
Cassie@DallasHolidayParade.com  
Fax: 972-444-9129

Please remember to include your payment and Certificate of Insurance along with your application.

**Registration Deadline:** Friday, November 1



**DALLAS HOLIDAY PARADE  
SATURDAY, DECEMBER 4, 2021  
VENDOR APPLICATION**

Vendor/Business Name: \_\_\_\_\_

Website: \_\_\_\_\_ Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Cell: \_\_\_\_\_

Description of Business: \_\_\_\_\_

Is your business a 501c3 not-for-profit?  Yes  No

Description of Booth Activities: \_\_\_\_\_

Are you selling items?  Yes  No

If yes, what are you selling? Please attach a photo of items. \_\_\_\_\_

Location Preference:  Street Vendor  Main Street Garden  Belo Garden

**\*Please note that food vendors will be limited to food trucks and street vendors.\***

Vendor Fees:			# of booths	Total
• 10 x 10 Space Only.	\$250	x	_____	\$_____
• 10x 10 Booth Space with tent, 1 table, 2 chairs.	\$450	x	_____	\$_____
• 10 x 20 Space Only.	\$350	x	_____	\$_____
• 10 x 20 Booth with tent, 2 tables, 4 chairs.	\$650	x	_____	\$_____
• Corner Space	+\$75	x	_____	\$_____
• Electricity 110v/30 amps or less	+\$50	x	_____	\$_____

Total Enclosed: \$\_\_\_\_\_

**\*Make checks payable to HTEDance & Spirit Group, Inc.\***

\*If you are using your own tent, you must use sandbags or water barrels to secure it.

Tents cannot be staked into the ground. \*

Questions? Contact Jeffrey at [Jeffrey@DallasHolidayParade.com](mailto:Jeffrey@DallasHolidayParade.com)



## Rules and Regulations

- The Dallas Holiday Parade is an outdoor event regardless of weather conditions.
- Vendors are accepted on a first-come, first-serve basis and Vendor fees are non-refundable.
- Booth placement is at the discretion of the event management. Vendors are responsible for draping their tables and decorating their booths.
- All vendors must be 18 years or older.
- All vendors must collect and report sales tax from the event. Vendors are required to have a Texas State Sales and Use Tax Permit clearly showing their tax ID # posted in the booth.
- Vendor parking information will be provided in the Vendor Acceptance Packet, which will be mailed two weeks prior to the event.
- Vendor setup will be allowed beginning at 7 p.m. Friday, December 1. Vendor sales must begin by 7:30 a.m. Saturday, December 2. Vendor move-out will begin immediately following the event at noon.
- Vendors are responsible for the cleanup of the trash in and around their booth. Trash Receptacles will be located throughout the event.
- Portable restrooms will be available.
- Vendors must adhere to all statutes, ordinances, rules, regulations and directions issued by any authorized authority of the federal, state or city government.
- Event management reserves the right to remove any vendor displaying behavior or products which is in the opinion of the management objectionable.
- Use of any political sign, social or political material, or improper use of the American flag is not permitted. "Proper" use of the flag is based upon U.S. flag policy set forth in the U.S. Code.
- Event management reserves the right to decline a vendor's application if they deem the product or service not suitable for the parade.
- Property brought onto the event premises by any vendor is at the vendor's sole risk. Security is provided during setup and throughout event.
- Vendor retains liability and assumes all risks of loss and/or damage on site or in connection with transportation, display, storage and sale of merchandise.
- Painting, mixing of chemicals or possession of explosive materials is not allowed at any time.

### Agreement of Liability Waiver

I hereby release, waive, discharge, covenant not to sue and agree to hold harmless for any and all purposes HTEDance & Spirit Group, Inc., Dallas Holiday Parade Leadership Committee, Downtown Dallas, Inc. and The City of Dallas, Texas, its officers, employees, successors, assigns, sponsors and volunteers from any and all liabilities, claims, demands, personal injury including death, or property damage that may be sustained by me while participating in the event.

### Contract Agreement

I have read the Rules and Regulations. By paying the vendor fee, I agree to adhere to the conditions and terms of this contract. It is understood and agreed by applicant that this entire document constitutes a contract between Vendor and HTEDance & Spirit Group, Inc. upon confirmation of this contract. Confirmations may be mailed, faxed or emailed.

I have read the Rules and Regulations and agree to the terms and conditions as they are written.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date