



# VENDOR APPLICATION PROCESS

## Bottoms Up

A 501(c)(3) public charity supporting those with  
Ulcerative Colitis and Crohn's Disease.

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# AVON WINTERFEST – OVERVIEW

## Overview

Bottoms Up is looking for ways to provide further opportunities for community-based events within Avon and the Farmington Valley area including, but not limited to; Avon, Canton, Simsbury, Farmington, and Unionville. A committee has been formed consisting of local business owners, community members, and the Avon/Canton Chamber of Commerce.

## LOGISTICS/SIZE

Winterfest will take place on the Avon Village Green, as well as crossing over Ensign Dr at crosswalk onto Waterslide Rd and going towards the new Avon Village Center shopping area. The majority of activities will take place within the Avon Village Green parking area and near the gazebo. Ideally, this inaugural event will become an annual tradition within the community and surrounding towns for years to come. We are working with the Carpionato Group Director of Marketing and Design, Krystal Carcieri Carnes for logistics on this event and have gained approval from the property owners as well as businesses within the Avon Village Green. The size of the event will be determined by capacity limits at venue as well as current COVID-19 State guidelines. We estimate 500-1,000 attendees per day/night. The event will last 3 days.

## DATE/TIME

The event will take place during the weekend from December 3<sup>rd</sup> - 5<sup>th</sup>, 2021. Time for the event will be 6:00 pm - 10:00 pm EST on Friday, 4:00pm - 10:00pm EST on Saturday, and from 9:00am - 3:00pm EST on Sunday.

## AUDIENCE

Winterfest will be an all-inclusive, fun, and winter-themed, family friendly event. We will have activities for all ages.

## TRAFFIC CONTROL

We will coordinate traffic control with the Town of Avon, Police Department, Fire Department and working with the Connecticut Department of Transportation as needed.

## **PARKING FOR PATRONS**

We will work with the Town of Avon and the Carpionato Group and surrounding businesses with larger lots to determine best approach for parking and getting people to the venue. We will have designated vendor parking and shuttle service available. Our initial proposal is to utilize a portion of the Marriott Parking Lot (approved by owners-Carpionato Group). We will also reach out to the Town for additional parking options (Board of Education and adjacent park, HealthTrax parking lot and shuttle service). We will work to setup appropriate checkpoints upon entry to the event for temperature monitoring for any participants should State COVID-19 guidelines require.

## **SECURITY**

We will work with the Police department and engage private security as deemed appropriate to ensure a safe and secure environment for this event. Tents will be monitored by security 24 hours for entire event.

## **INSURANCE**

We will work with the Carpionato Group to provide COI for event. Details to follow.

# VENDOR APPLICATION PROCESS

## Overview

Bottoms Up and Dom's Coffee/Cheese Shop will sponsor the event. We will work with local businesses to put together an Avon Winterfest program to include Map of Event, Activities Agenda, Highlight Featured Vendors, and more.

## THEME/ACTIVITIES

Winterfest will be a throwback to the European-style Christkindl market. We will “recreate” the magic of this special market with a German themed holiday event. We are looking for vendors who embrace this theme and would like to showcase their craft and products. If your products fall into any of the categories below, please complete our application process.

- German-imported nutcrackers, beer steins, embroidered linens
- Bavarian pastries, Stollen (sweet bread), other baked goods
- Hand-crafted Ornaments
- Jewelry Artisans
- Artists
- Glass-blown Items
- Wood Carvers & items
- Wreath Making
- Gingerbread Cookies, Cakes, and More
- Handmade Soaps, Lotions
- Holiday Ceramics
- Wreath-Making
- Chocolates
- Other Theme Inspired Products

Thank you for your interest in the Avon Winterfest 2021!

## VENDOR AREA OVERVIEW

This is a rough outline at this time until location, vendor selection, and all permits and approvals are finalized with the Town of Avon, Department of Transportation, and State.



Indicates table within big tent



Indicates own tent



Food Truck



restrooms

## VENDOR AREA DETAILS

### Primary Lot (Avon Village Green)

There will be one large area (#3 in map) in the parking lot adjacent to Pasta Vita. This will be reserved for food trucks. The front parking closest to Pasta Vita will remain open for businesses to conduct normal hours throughout the weekend. The second, smaller lot (#2b and #3b on map) will have lighted bar height tables and serve as food courts. These areas will have heating stations for visitors.

A large, heated tent will be placed to the left of #2b on the map. The tent size will measure 40x110). This will have two entrance/exit points. The generator(s) will be across from this large tent as indicated on the map.

There will also be 5 individual tents near the small parking space by the right Ensign Dr. entrance. The side parking lot that is facing Ensign Dr. will accommodate another 30 individual tents.

Secondary Lot (Waterside Dr.) - there will be 5 Individual Tents set up in the parking spaces on the left as you enter from Ensign Dr. Each individual tent will measure 10x10 (#7 locations in the map).

## **Tent, Generators, Tables**

Tents Unlimited will supply all tents and generators for this event. They will setup on Thursday, December 2nd and are prepared to come back as needed in the event of more than 6 inches of snow to clean off roofs and ensure integrity of each tent during the event. They will breakdown the event on Monday, December 6<sup>th</sup> through Wednesday, December 8<sup>th</sup>.

BreMar Rental will supply 15 lighted tables (5-red, 5-blue, 5-green) for the food court areas. They will also supply the heaters for the heating stations and propane tanks.

## **Vendor Tent Options**

Vendors may select from either one of the following options:

- Primary Big Tent -1 8ft table - Heated Tent, doors to keep items stored/security monitoring
- Primary Big Tent - 2 8ft tables - Heated Tent, doors to keep items stored/security monitoring
- Primary Lot - Individual Tent
- Secondary Lot - Individual Tent

## PAY TO PLAY

There will be different vendor levels to choose from for the event:

Level	Type	Location	Media Inclusion
1 - \$250	Individual Tent	Sec. Lot	N
2- \$300	Individual Tent	Prim. Lot	N
3- \$350	Big Tent - 1 table	Prim. Lot Heated	Y
4- \$500	Big Tent - 2 tables	Prim. Lot Heated	Y

We will provide Level 3 and 4 Vendors with added benefit as well as inclusion in all media platforms related to the event such as magazine, flyers, social media, and our website: [www.avonwinterfest.org](http://www.avonwinterfest.org).

# Vendor Application Process

## Overview

There will be a limited number of vendors for Winterfest in its initial event. Vendors will complete an online Vendor Application Process (see form on page 10). There will be a submission deadline of October 15<sup>th</sup>. A special committee will review all submissions and contact vendors that are chosen. This phased process will ensure a wide variety of products being offered at the event.

Phase	Description	Important Dates
Phase 1	Applicants apply online and register their interest in becoming a vendor.	August 1 <sup>st</sup> - October 15 <sup>th</sup>
Phase 2	Vendor Review Committee selects qualified applicants.	October 18 <sup>th</sup> - October 22 <sup>nd</sup>
Phase 3	Applicants are selected and contacted. Terms & Conditions must be reviewed and signed.	October 25 <sup>th</sup> - October 29 <sup>th</sup>
Phase 4	Vendors must pay within 30 days and receive confirmation, table/tent location, and final vendor information.	November 1 <sup>st</sup> - November 15 <sup>th</sup>
Phase 5	Vendors are announced and displayed on the official Avon Winterfest Website.	December 1 <sup>st</sup> - December 31 <sup>st</sup>

Vendors will be selected based on the type of products that best compliment our winter-themed event such as; glass-blown ornaments, fresh wreaths and greens, Bavarian-inspired sweets, German-inspired embroidered linens, holiday nutcrackers, beer steins, traditional German-inspired food and beverage such as bratwurst, sauerkraut, Stollen, Gluhwein, alcoholic/non-alcoholic drinks reminiscent of gingerbread, sugar cookies, peppermint and many more product offerings keeping our theme in mind.



## Vendor Charitable Support

Bottoms Up is a 501 (c) (3) public charity. Our mission is to establish funds within hospitals, medical centers, Pediatric Centers for IBD, and physician offices across the country to help patients and families with expenses associated with Crohn's Disease and Ulcerative Colitis such as health care costs, hotel stays, meals, gas, and much more.

We use a grassroots approach and work within local communities, supporting local businesses and sponsoring local events and proceeds from each local event are given to a local hospital, medical center, Pediatric center for IBD or physicians' office directly working with IBD patients.

The Avon Winterfest is a new event that we hope will become a time-honored tradition within the Avon community. Proceeds will support the Bottoms Up Family Support Fund at CT Children's Gastroenterology Department and Center for Pediatric IBD as well as the Connecticut GI, PC offices in Farmington and Avon.

Bottoms Up will work with our vendors to raise money in support of our charitable component for this event. Vendors will need to indicate on their application at least TWO options below to support the charitable aspect of this event to participate:

1. Utilize the Round Up Program as a vendor at checkout - details on how to complete this process will be sent once you are an approved vendor in our terms and conditions.
2. 10% of each day/night net proceeds from event will be allocated to Bottoms Up. Proof of register/receipts required.
3. Vendor Donated Raffle Item to be displayed during event at your tent or table - Minimum \$50

## VENDOR APPLICATION FORM



### *Vendor Application*

#### Be A PART OF THE AVON WINTERFEST MAGIC!

If you're interested in becoming a vendor, please use the form to provide your company name, website address (if applicable), contact person for any questions, contact's phone number and email, electrical requirements during the event and purpose for each outlet requested, and a description of your products, history - including past events as vendor, experience, and any other pertinent information you'd like to share with us. We look forward to reviewing your application and you will receive our decision by November 15, 2021.

#### Apply Now

Company Name\*

Website:

Contact Person (First Name, Last Name):\*

Phone Number\*

Email\*

Electrical Needs - We MUST have a list of specific electrical outlet needs, volt size, and reason for use for EACH outlet to ensure enough generators.

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Description (please tell us more about your products, history, experience, etc.). Please include photos of products, documentation, other items.\*

Charitable Component Participation - Please indicate Round Up Program, 10% of day/night net proceeds, Donation Item (must choose 2)\*

[Send supporting photos/docs](#)

Attachments (0)

*Submit Application*

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