



## ATWOOD SUMMERFEST BOOTH APPLICATION

Atwood Summerfest is **JULY 31, 2010** » **MARK YOUR CALENDARS!**

We would like to give you the *first opportunity* to reserve your booth space for the 28th Atwood Summerfest.

**Enclosed you will find a booth application. Please take notice of the following:**

The City of Madison has changed the process for street festivals. You are no longer required to get your own vendor permit for the day. You will be listed under the Goodman Community Center's umbrella vendor form, which we submit to the City. Therefore, if you will be selling any items, you must provide us with your seller's permit or tax account number (if nonprofit, your exempt number) or if you do not have one, list the reason (i.e.: youth, hobbyist, etc.). For more information about whether you need a seller's permit please contact 608-266-2776.

1. Electricity is very limited. If you **need electricity**, you may only get one 20-amp circuit. In past years, there have been too many amps being drawn from one circuit. You must limit your output. Please look at your appliance manuals to see what your total draw will be. If you have questions about this, please call 241-1574 ext. 240. Food vendors, please read the information on the contract.
2. Goodman Community Center will no longer have extension cords available for rent to our vendors. If you need an extension cord, please note that it **MUST** be a heavy-duty cord, rated for the amount of current you will be drawing and rated for outdoor use. You may rent on from A to Z Rent-all, or you may purchase one at your local building supply store.
3. For \$35, you will be listed in the ad we place in the Isthmus newspaper on the Thursday before Summerfest. If you would like to join in on the ad, having your name listed as a participant at the Atwood Summerfest, you may submit the enclosed sheet of paper with an additional \$35 to pay for the graphics and ad costs. The more participation we get, the larger the ad will be. We need your commitment by July 9th in order to make the preparations.
4. If you are selling any kind of food, you will need a **restaurant permit** from the City of Madison by July 2nd. You can contact the City of Madison to make your arrangements at 608-266-4601.

5. The festival starts at noon. You **must** be set up and ready to go promptly at noon. Vendors may come to set up as early as 8:00 am. Be advised that vendors, **who arrive after 11:00 am, may not be allowed to drive their vehicles down the street.**

If you have questions, contact:

Debra Heggs,

Summerfest Coordinator

Phone 241-1574 x240

Email [debra@goodmancenter.org](mailto:debra@goodmancenter.org)

Find out more about this event and other events at the Goodman Community Center by visiting our website at [www.goodmancenter.org](http://www.goodmancenter.org).

# ATWOOD SUMMERFEST BOOTH APPLICATION

## 28th ATWOOD SUMMERFEST

When: Saturday, July 31, 201, from Noon to 7:00pm

Where: 2000 and 2100 blocks of Atwood Avenue

**Please return this form, along with your payment by July 9, 2010**

**\*\*\*NO APPLICATIONS WILL BE ACCEPTED AFTER JULY 16, 2010\*\*\***

This form is an agreement between the Goodman Community Center and the participant. You are guaranteed a place at the Atwood Summerfest if you are approved and pay for the fee by the deadline. **In the event of severe weather GCC staff reserves the right to cancel.**

**PLEASE PRINT:**

CONTACT PERSON: \_\_\_\_\_

ORGANIZATION/BUSINESS: \_\_\_\_\_

TAX EXEMPT/RESALE NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

Briefly describe the product(s) you will be selling - this important information helps us with street layout and ensures we have a well-balanced festival:

Product: \_\_\_\_\_

NOTE: City of Madison requires us to register your WI seller's permit, tax account number or tax exempt number on our festival registration permit. If you do not hold a seller's permit, tax account number or tax exempt number, please list the reason (ie: hobbyist, youth under 16. Please call 608-266-2776 for official information).

Reason for no seller's permit: \_\_\_\_\_

SIGNATURE OF CONTACT PERSON: \_\_\_\_\_ DATE \_\_\_\_\_

Further details and a map of the street will be mailed to you the week prior to the festival.

*Continued on next page*

FEES: (check the appropriate category) booths are 10' by 10' area on the street. Sorry, the festival DOES NOT supply tables, chairs, tents, or shade.

\_\_\_\_\_ \$45 Information booth (you will not be selling anything)

\_\_\_\_\_ \$55 Non-profit fund-raising booth (must attach 501C3 Federal Tax Exempt Status to application).  
Non-profit booths may only sell promotional items and/or pre-packaged food items.

\_\_\_\_\_ \$175 Food/beverages Booth (See food vendor info sheet)

\_\_\_\_\_ \$100other (includes imported items, demos, services, mass-produced items)

\_\_\_\_\_ \$65 Artist or crafts booth (hand-made art by you)

\_\_\_\_\_ \$20 Booth by youth (designed and operated by youth under the age of 18)

I do NOT need electricity       I need access to an outlet (see below, and confirm with GCC) \$25 per circuit.

I would like to be in the Isthmus ad for an additional \$35

\_\_\_\_\_ \$25 late fee if paid after July 9, 2010

\_\_\_\_\_ **FEE TOTAL ENCLOSED:** (booth, and electricity & ad cost costs)  
(Fees will be reimbursed if your cancellation is received by July 9, 2010).

**Make Checks Payable to:** The Goodman Community Center/Summerfest

FOOD VENDORS: Food items must be approved by the Community Center, as we limit the number of food vendors at the festival due to limited electricity. *You are not allowed to sell alcoholic beverages.* If you are selling food, remember to get your temporary restaurant permit from the City Clerk's Office by July 9, 2010.

ELECTRICITY: We have very limited access to electrical outlets; therefore we must limit how many circuits vendors may use. Most circuits we have available are 20 amps. Pay very close attention to the listings on your appliances, especially ones with heating elements. If you try to plug too many appliances into one circuit, you run the risk of blowing that circuit, and we may not have access to turn it back on! For food vendors, the City Health Inspector may not approve your food booth if your appliances are not running at full power. You may bring your own generator, but let us know ahead of time so we can make sure there is space to run it where it will not disrupt other vendors.

I will bring my own generator

Please list quantity and type of appliances you will be using:

#	TYPE	#	TYPE
_____	_____	_____	_____
_____	_____	_____	_____

FOR OFFICE USE ONLY    AMOUNT \_\_\_\_\_ CHECK # \_\_\_\_\_ AMOUNT DUE \_\_\_\_\_ BOOTH # \_\_\_\_\_

# Atwood Summerfest ISTHMUS AD promo

Yes! I want my name advertised on an *Atwood Summerfest Ad* for the *Isthmus* newspaper, to be run on Thursday July 29, 2010. I am including an additional \$35 to help pay for the ad placement and design.

The ad will promote the festival with the date, time, and location plus a listing of all booth vendors that pay to be included and an entertainment schedule.

***Make \$35 check payable to:*** Goodman Community Center / Summerfest

Please list my name as: \_\_\_\_\_

(Please Print)