

EASTERN CT MAPLE FESTIVAL-PARTICIPANT APPLICATION

Thank you for participating in this year's Maple Festival on **March 29-30, 2025 in MANSFIELD.**

Please complete and send check to: **The Chamber of Commerce, 47 Crescent St, Willimantic, CT 06226**

YOU MUST COMPLETE EVERYTHING AND IT MUST BE LEGIBLE!!!!!! Email diane@windhamchamber.com.

| | | | |
|---|--|---------------|--|
| Name of organization or business: | | | |
| Address, City, State, Zip: | | | |
| Cell phone number- required : | | Office phone: | |
| Name of contact person: | | Title: | |
| Email for contact person- required : | | | |
| What food will you be selling? Be specific. You can only sell these food items, if approved. | | | |
| What activity will you be doing? Every booth must be interactive. Giving information is not enough. | | | |

Participants will be approved on a first come first serve basis with priority to returning participants from last year. As a participant I agree to the following rules:

1. I will be present for BOTH days of the event, Saturday and Sunday, 10 am-4 pm.
2. My booth/business will be set up and **ready by 9:30** am on Saturday and Sunday.
3. I will not break down my booth or close my business until 4:00 pm on Saturday and Sunday.
4. I understand this event is rain/snow or shine and I will be there regardless of weather.
5. I understand that my registration is **NOT REFUNDABLE** under any circumstances after **Feb 1**.
6. I understand that my booth, if I have one, will be outside in a 10' x 10' space on pavement.
7. I understand that I will **NOT** be able to have a vehicle next to my booth.
8. **I understand that if I am selling or giving away food I must have a temporary food license from the Eastern Highlands Health District and I will complete and submit such a permit no later than February 15 or I will pay a late fee or be prohibited from selling/giving away food.**

Signature: _____ Date: _____

| MAPLE FESTIVAL EVENT PARTICIPATION FEES: | |
|--|--|
| Before February 1 | \$0 for young adult presentations, senior projects |
| | \$50 for educational booths, no retail, no for profit activities |
| | \$100.00 for activities, retail sales, fundraiser, for profit business |
| | \$100 for food booths: candy, cake, snacks (not meals but snacks) |
| | \$300 for food trucks: hamburgers, lobster, pizza, BBQ, meals |
| After February 1 | Add \$25 late fee if postmarked after February 1 |
| MAPLE FESTIVAL EVENT SPONSORSHIPS: | |
| Diamond sponsor | \$1000, full page ad in the maple festival program, Participant booth |
| Platinum sponsor | \$500, ½ page ad in the maple festival program, Participant booth |
| Gold sponsor | \$250, ¼ page ad in the maple festival program, Participant booth |
| Silver sponsor | \$100 plus a listing in the program, facebook feature post |
| Bronze sponsor | \$50 plus a listing in the program |

GENERAL EVENT INFORMATION

Hello 2024 Eastern CT Maple Festival vendors!. The Town of Mansfield is very excited to welcome our festival as well as all our maple fanatics that attend. Our goal as event planners is to make sure that we can accommodate all of your needs (or as many as possible) so that you have a comfortable and successful experience at the festival. These are our priorities: vendor parking at your tent or close by, vendor only toilets, food court with seating, easy accessibility for our food trucks, and lots of family activities especially our bouncy house fun stuff. We want you to say this is the best festival you go to!

That being said, last year was, well, a weather disaster. If you were upset, please be sure to know that we were doubly upset. We host this event to help small businesses make money during a slow season, not to have you lose your entire inventory because of high winds or have below normal sales because it is frigid like the north pole. Actually, it is not as windy at the North Pole (Santa said so). I know this will not seem like much but it is the best we could do to show you we care. The price this year has gone up to \$100 per booth to accommodate the increasing costs of advertising, signage, permits, toilets and supplies. We would like to offer to those returning vendors a discount this year, so you will pay us **last year's price of \$75 per booth**. I know it is not much but it is something. This event is a break even event for us, not a fundraiser, which is why your two day admission fee is so low.

We heard your suggestions about changing the date so that UCONN students and ECSU students could attend. Last year we did not have any choice on dates. **We have moved the event to March 29-30** so that we do not interfere with spring break AND so the weather is a bit warmer and tamer.

Guests continue to ask for more things to do, more activities. **So this year we are making it mandatory that each booth that is not serving food, must do some kind of activity, game or craft that engages the audience.** Face painters and caricature artists, for example, quality as an activity. Promoting your construction company is not so you will need to be creative and have a kid's craft, or golf putting, or bean bag toss. We want people to have fun, plus they will be more likely to stop at your booth if there is something to do there. If you need ideas please call or email us.

The Chamber of Commerce, Inc. and the Windham Region Chamber of Commerce Foundation, Inc. will be your hosts for the event. Both organizations are non-profit organizations with a mission to help businesses be more successful and to support the people in our community. Our Foundation operates the Eastern CT Veterans Community Center, Latino Chamber of Commerce, Loud N Clear Black Entrepreneurs, Women's Leadership Council, the America Museum and an Art Gallery. We are fully insured for this event. However, our insurance does not cover the cost of lost, damaged or stolen property so please do not leave valuables unattended throughout the event.

Event fees help pay for the overall costs of the festival including police, buses, toilets, advertising, printing and signage. This event has a cost of \$15,000 so your sponsorship and support is what makes it possible for us to not only continue but to keep our admission to the event free and our vendor fees as low as possible.

Participant spaces are approximately 10' x 10' and all of them are outdoors on pavement. You must provide your own tables, tablecloths, signage, tents and other equipment. If you use a tent, and we strongly encourage that you do, **you must have weights** to hold down the legs in wind. Historically, it gets very windy so please have heavy weights. There is no indoor spaces this year. The threat of bad

weather and dirty boots by the hundreds have made it impossible for us to get permission to rent any indoor space. If you don't have a tent or need assistance please contact us.

OR

This year we will be located in front of the EO Smith High School in the parking area where you parked your vehicles last year. We think the building will help if it is windy again. Also, this year we will **have access to the inside of the school and will have booths located there**. Returning vendors will have first priority as you have been loyal to both us and the event. Since space is limited we will try to put the most fragile vendors and artists inside. Obviously, food trucks will remain outside and will be lined up facing the entrance of the school. There is an outside seating area for people who need to sit and eat.

Participants must be present for BOTH days of the event. If you leave early you will not be invited back. Your absence and empty space takes away from the flow and success of the event and reflects poorly on the remaining participants. If you are going to be late or have an emergency please text us at 860-428-7739. If you cannot text then call, but it is often difficult to hear the phone ring. We are not penalizing anyone who left early last year. We totally understand.

The event is rain/snow or shine. We watch the weather forecasts very carefully. We will hold the event in the snow or the rain unless there are dangerous conditions like a blizzard forecasted. If we cancel we will email you so please be sure your email is legible on the application form.

There will be no refunds of registration fees for any reason after February 1. If the event is cancelled or postponed because of weather, you will not get a refund. This is rare and has only happened once because of the worldwide pandemic in 2020. Your fees are used to cover the cost of the event before the event, like advertising. Only if the Governor closes the state will we cancel.

FOOD PARTICIPANTS

If you are serving food YOU MUST HAVE A MAPLE FLAVORED ITEM IN YOUR BOOTH! If you are not serving food but can add a maple flavored/scented something, please make sure you mention that item on the application.

The Health Department requires anyone serving food, hot or cold, beverages (coffee, tea, lemonade, etc.) or providing tastings contact their department and complete a temporary food permit. Food trucks, Participants and businesses with regular food licenses should contact the Health Department to make sure that nothing else is needed for the festival.

If you have a question regarding whether or not you need a temporary food permit, please contact the Eastern Highlands Health District at 860-429-3325. The application for a temporary food license is done online at this health district. There are no paper forms. Please go to their website easternhighlandshealthdistrict.portal.opengov.com. We will send you this link in an email so you can click directly. I will also forward the forms you will need. **Your application must be submitted by February 9 or you will get a late fee!!**

To ensure success for every Participant we do not allow duplicates. Returning Participants have first priority before new participants. If you are new to the event you should **contact us FIRST** to make sure there is not already a Participant selling the item you wish to sell. We will only have one cannoli maker, for example, but we can have two jewelry makers if what they make is different.

Acceptance is at our discretion. Our goal is to make sure that all vendors make a lot of money and that we offer a variety of interesting and fun food, activities and products.

This year the food court will be where all of the food trucks will be located and all of the major Meal food vendors. Our guests have asked for this convenience.

SET UP AND DEPARTURE

We will send you more detailed information as we work out details. You will be required to be completely set up no later than 9:30 AM each day. You are also required to stay set up until 4:00 PM each day to insure that all guests have a valued experience. Food trucks and some vendors will be able to set up the night before and we will let you know details the week before the event.

GARBAGE

Participants must take their garbage with them. Please make arrangements to remove your garbage. If you are selling food you should have a garbage can for your customers at your booth or food truck. We do not have any way to remove garbage so please make sure you make arrangements. There will be garbage cans in the food court and we will dispose of that garbage.

ELECTRICITY

There is very limited electricity available. You can bring a small generator but you will need to notify us on your application so that we can notify the fire marshal. **Please write on the top of your application if you need electricity** and we will try to accommodate as much as possible.

GENERATORS/PROPANE

If you have a question about propane or gas tanks or generators please contact the Mansfield Fire Marshall at 860-429-3328. He will need to inspect all tanks at the start of the event. You can have a small generator at your booth if you require electricity.

MARKETING

We strongly suggest that you advertise this event with your customers through social media, email and your website. We are confident that your clients and customers would love to see you and purchase items from you and will be excited to know you are the festival. We will email you an image that you can post on your social media or other virtual marketing platforms. We do have a facebook page and facebook event for the festival. Please be sure to follow and like them. Email us any information regarding your business and what you are doing at the festival so we can include it in all of our marketing. **We are now the Eastern CT Maple Festival** (not the Hebron Maple Festival).

We produce several e-newsletters to over 5000 people and post the event on over 12 festival themed websites including our own. We have ads that run on CT radio stations and in CT newspapers and magazines. Also, several local papers do news articles on the event. We run facebook ads and post to over 50 town groups. Please help by posting on your social media.

SPONSORS

If you are a business or individual and would like to sponsor an activity but do not have the volunteers to actually plan one, please let us know. We have several musicians and activity options that need to be sponsored in order for them to perform.

PERFORMERS

Professional performers such as musicians, magicians or dancers are always welcome. If any performer wishes to donate their act to the event, they will be given a space to perform and promote their company at no charge. If interested please contact us as soon as possible.

TOILETS (the most important!)

There will be multiple public portable toilets outside. We will have a Participant only portable toilet available for your use. This is so that you will not have to wait in line and can get back to your booth as soon as possible.

OTHER LIMITATIONS

We want everyone to have success. **You are allowed to sell those items you included in your application and which are approved by us.** Please do not add items at the last minute because if someone else is selling that item you will be asked to remove it.

Participants cannot sell maple syrup in their booths or in their businesses. Maple Syrup is sold in the information booth to help cover event costs. You can, of course, use syrup in your food items.

Pets, alcohol, illegal drugs/weapons, smoking in your booth and gang insignia are not allowed.

Our insurance carrier prohibits open fires at the festival, like a campfire.

You must have someone in your booth at all times. It cannot be left unattended. We are not responsible for any items that go missing.

Please do not leave your booth to wander throughout the event advertising your booth or products. Please keep your salespersons inside your booth or immediately outside it. This includes walking around and handing out brochures, coupons, or other marketing materials. You can, of course, enjoy the festival along with our guests and interact with other vendors.

Pets are allowed if they are with you in your booth and on a leash. We are pet friendly.

All events and items sold must be family friendly and appropriate for all ages. An organization's participation and "activity" or "event" are subject to approval by the event organizers who reserve the right to prohibit participation if they feel the organization or the activity or event is not appropriate. We do not allow political campaigning or protesting at the event. This event is fun.

OVERNIGHT

You can leave items in your booth overnight as well as your tent. However, we do not guarantee that 24 hour security will be available. Police in town have as much presence as possible and are located next door but they are on call and available for emergencies and will not be located inside the area constantly. We suggest that you take items of value with you. Obviously, any open food must be removed from the event overnight and properly stored. You must also make sure your tent is lowered, retail items are stored in waterproof bins, signs are lowered and your tent is tied to HEAVY WEIGHTS that will withstand wind and rain.

If you have any questions please call or text the Chamber at 860-428-7739 or email diane@windhamchamber.com. Thank you very much for participating in this year's event.