



## 2013 ATWOOD SUMMERFEST BOOTH APPLICATION

### The 31<sup>st</sup> Atwood Summerfest

Saturday, July 27 • 2 to 9 p.m.

Sunday, July 28 • 2 to 7 p.m.

*Dear Atwood Summerfest Participant,*

Atwood Summerfest is just a few months away — it's time to reserve space for your booth at the Goodman Community Center's 31<sup>st</sup> Atwood Summerfest! With the festival on both Saturday and Sunday, you have three options as vendors: attend Saturday, attend Sunday, or attend both days. **A booth application is enclosed.**

**Please read this information carefully:**

1. **We are inviting many new vendors this year, so send your application in soon. Deadline: Mon., July 8.**
2. **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 x279. Food vendors, please read the information on the contract. NOTE: The Center is exploring better options for providing electricity. We will contact all vendors who use electricity if options change.
3. **Goodman Community Center does not provide extension cords.** Extension cords MUST be heavy-duty, rated for the amount of current you will be drawing and rated for outdoor use.
4. **For an additional \$35, you will be listed in the ad we place in the Isthmus newspaper on the Thursday before Summerfest.** If you want to have your name listed as a participant at the Atwood Summerfest, submit the enclosed **form with \$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 Fri., July 5.
5. **If you are selling any kind of food, you will need a restaurant permit from the City of Madison by Tues., July 9.** Contact the City of Madison to make your arrangements at 608-266-4601.
6. **The festival starts at 2:00 p.m. on both Saturday and Sunday.** You must be set up and ready to go promptly at those times. Vendors may come to set up as early as 10 a.m. each day. Be advised that vendors who arrive *after* 12:30 p.m. may not be allowed to drive their vehicles down the street.

If you have questions, contact:

David Brickerman

Summerfest Coordinator

Phone 608-561-3761

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

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



Irwin A. and Robert D. Goodman  
Community Center, Inc.  
**[www.goodmancenter.org](http://www.goodmancenter.org)**

149 Waubesa St.  
Madison, WI 53704  
P: 608-241-1574

*Partially funded by the City of Madison,  
CDGB and  
the United Way of Dane County.*



## 2013 ATWOOD SUMMERFEST BOOTH APPLICATION

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Saturday, July 27 from 2 to 9 p.m.

Sunday, July 28 from 2 to 7 p.m.

Where: 2000 and 2100 blocks of Atwood Ave

**Please return this form, along with your payment by Mon., July 8**

[ No applications will be accepted after Mon., July 15]

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*



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**2013 ATWOOD SUMMERFEST BOOTH APPLICATION, *continued***

**I will participate:**  Saturday  Sunday  Both Saturday and Sunday

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

- \$20/day **Booth by youth** (designed and operated by youth under the age of 18)
- \$40/day **Information booth** (you will not be selling anything)
- \$50/day **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.
- \$75/day **Artist or crafts booth** (hand-made art by you)
- \$100/day **Other** (includes imported items, demos, services, mass-produced items)
- \$210/day **Food/beverages booth** (See food vendor info sheet)

OTHER:

- I need access to an outlet (see below, and confirm with GCC) \$35 per circuit.
- I would like to be in the Isthmus ad for an additional \$35
- Late fees:** If paid after Mon., July 8, add a \$25 late fee to your application cost.

**FEE TOTAL ENCLOSED:** (booth fees X number of days, electricity and ad costs) \$ \_\_\_\_\_

NOTE: *Fees will be reimbursed if your cancellation is received by Mon., July 8, 2013.*

**Make checks payable to:** The Goodman Community Center/Summerfest

**FOOD VENDORS:** Food items must be approved by the Goodman 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 Mon., July 8, 2013.

**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.

NOTE: The Goodman Community Center is exploring better ways to provide electricity. We will notify you of any changes.

- I will bring my own generator

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

#	APPLIANCE TYPE	#	APPLIANCE TYPE
_____	_____	_____	_____
_____	_____	_____	_____

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



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# 31<sup>st</sup> Atwood Summerfest ISTHMUS AD promo

Yes! I want my name advertised on an Atwood Summerfest Ad for the *Isthmus* newspaper, that will run on Thursday July 25, 2013. 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 Ad

Please list my name as: \_\_\_\_\_  
( Please print clearly )



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