



## VENDOR APPLICATION

Thank you for your interest in  
United Downtown 2013,  
an event organized by

**UNITED WAY OF NORTH CENTRAL FLORIDA.**

If you are a returning vendor, thank you so much for being a part of United Downtown again this year!  
If you are a new vendor, get ready for some Gator Friday-night fun!

All of the information you will need to apply for a United Downtown 2013 vendor spot is included in this packet.

Note: A vendor is defined as any individual or company that has an item or service to sell at United Downtown 2013.

If you have any questions regarding the information, please do not hesitate to contact Sarah Coulson at (352) 333-0872 or email [scoulson@unitedwayncfl.org](mailto:scoulson@unitedwayncfl.org).

### 2013 UNITED DOWNTOWN SCHEDULE & THEME:

- August 30: Gator run-n-fun (sports & fitness)
- September 20: Show your love for GNV! (Celebrate everything Gainesville)
- October 4: Paint downtown Orange & Blue! (celebrate local arts & artists)
- November 22: Get your Gator on! (music & cars)

4-5 p.m.: Vendor set up

6-10 p.m.: Event

10-11 p.m.: Clean up

### DATES AND DEADLINES

June 1-July 15:	Vendor applications available
July 31:	Deadline for vendor applications
July 15-August 1:	Vendor applicants informed whether or not their application was accepted
August 19:	Deadline for all paperwork
August 26:	Vendor payment is due in full



# VENDOR RULES & REGULATIONS

Please read these rules and regulations carefully. You will be asked to affirm that you have read all of the rules and regulations and agree to abide by them at the end of this section.

## VENDOR TYPES

**Returning vendors:** Vendors that participated in the 2011 and/or 2012 United Downtown events and want the entire series.  
**Core vendors:** Vendors with items, services or entertainment elements not necessarily related to a United Downtown week's theme. Core vendors can participate in all four United Downtown event nights.  
**Themed vendors:** Vendors that participate for one week and have items or services to sell related to that week's theme.  
**New vendors:** Vendors that have not participated in the 2011 or 2012 United Downtown events.  
**Downtown business vendors:** Vendors that have businesses located within two blocks north, south, east or west of the United Downtown event area. They can be core or themed vendors.

## VENDOR FEES

- |                                 |                            |
|---------------------------------|----------------------------|
| Core vendors - all four events: | Theme vendors - one event: |
| • New vendor: \$500             | • New vendor: \$150        |
| • Returning vendor: \$350       | • Returning vendor: \$100  |
| • Downtown vendor: \$350        | • Downtown vendor \$100    |
| • Nonprofit vendor: \$350       | • Nonprofit vendor: \$100  |

## VENDOR SPACE (All fees for one 10x10 space. Additional spaces may be purchased.)

Vendors are assigned a 10'x10' space at United Downtown by United Downtown staff. Spaces are determined based on availability, predicted event flow, and other factors at the discretion of event staff. Vendors may make a special request for a certain location and staff will attempt to accommodate that request; however, no requested locations are guaranteed. Please check in at the United Way table by 4 p.m. on event day to receive a map outlining your booth's location. Moving your booth or taking another vendor's space is not permitted. Vendors must sell from their assigned space and cannot walk around the venue to promote their products. All sidewalks and curbs must remain clear and unobstructed. Only the business that has applied for entry to United Downtown is permitted to use the vendor space.

## ITEMS TO BE SOLD

Vendors must receive approval from United Downtown staff prior to the event to sell their products. United Downtown is a family-friendly event and as such all items for sale must be appropriate for all ages. Vendors are responsible for submitting a general list of items to be sold with their application. If the application is approved, vendors can only sell those items listed on the form. Items deemed inappropriate by event staff cannot be sold at the event. Vendors in violation of this stipulation will be subject to removal from the event with no refund. UWNCF is the SOLE beverage provider at this event. Vendors may NOT sell or distribute any drinks (alcoholic and non-alcoholic) from their booths.

## PARKING

Vendors can begin arriving to the United Downtown event location at 4 p.m. to set up their vendor space. Vendors are permitted to drive their vehicles onto the event space for set up, but must remove all vehicles by 5 p.m. Unless a vendor has received special permission from event staff, no vehicles are to remain within the event area during the duration of the event.

## PHOTO RELEASE

United Downtown staff, volunteers and photography vendors will be walking around the event taking pictures for promotional purposes. By signing the vendor agreement, vendors are giving UWNCF permission to take photographs of them and their vendor space and use the photos for event-related marketing.

# SET-UP, TIMELINE, NONPROFITS, CANCELLATION POLICY, FOOD HANDLING, ELECTRICITY AND WATER

## TENTS, TABLES, CHAIRS & SET-UP CREW

Vendors must supply their own tent, table, chairs and set-up/takedown crew. A tent and lighting are optional but recommended. Only low voltage (110/15 amp) electricity is available, and only at certain locations. Vendors are encouraged to bring heavy-duty extension cords. Vendors are strongly encouraged to bring a set-up and takedown crew with them since there will be limited assistance available. Note that the set-up allows for two hours and the takedown allows for only one hour.

## TIMELINE

United Downtown opens to vendors no earlier than 4 p.m. on the Friday of the event. All vendors must be completely set up by 5:30 p.m. Vendors arriving late will be allowed to enter the venue at the discretion of the Gainesville Police Department, but refunds will NOT be given if a vendor is not allowed to set up. Breakdown of vendor space cannot begin until 10 p.m. Vendors must be completely off site by 11 p.m. Any vendors still in the United Downtown space at 11 p.m. will pay the additional fee to GPD for overtime costs. Early tear down of a vendor booth is not permitted. Vehicles cannot re-enter the United Downtown area during the event without approval from GPD.

## ELECTRICITY AND WATER

Only low-voltage electricity is available at no extra charge at limited vendor locations. If you will require access to electricity, please indicate that on your application. Vendors are required to bring their own heavy duty 50' extension cord.

## NONPROFITS

Nonprofit organizations are not permitted to fundraise at this event. If a nonprofit is interested in procuring event space, please contact Sarah Coulson ([scoulson@unitedwayncfl.org](mailto:scoulson@unitedwayncfl.org)).

## FOOD HANDLING

All food vendors must provide a copy of their food license and certificate of insurance, and follow State of Florida rules regarding setup, including the possession of proper fire extinguishers. A Class K fire extinguisher is required if cooking with grease. Vendors may not dump grease or other materials in street drains (offenders will be subject to city ordinances and a clean-up fee). Vendors must provide their own trash can & liners in their booth space. At the end of the event, vendors may tie up the bags & leave them for cleanup crew.

## PAPERWORK FOR FOOD VENDORS

All paperwork must be received prior to the start of the event. After a food vendor has been notified that his or her application has been approved, that food vendor will have to produce their food regulation certificate from the Department of Business and Professional Regulation or Department of Agriculture. Failure to produce any or all of these items will result in a vendor being unable to participate in United Downtown, even if the application was initially accepted. Fees will not be refunded. All paperwork is required by UWNCFL and the City of Gainesville.

## CANCELLATION POLICY

By entering into this agreement with UWNCFL, vendors agree to pay the entire vendor fee. Vendor fees will not be refunded if the event must be cancelled due to inclement weather, acts of God, or any other circumstances deemed necessary by staff and city officials.

# SAFETY, COMMUNICATION, APPLICATION SUBMISSION

## SAFETY

It is your responsibility as a vendor to ensure your safety, the safety of your coworkers, and the safety of your patrons. These safety requirements are put in place by the City of Gainesville and strictly enforced by UWNCFL:

- All cords and extension cords must be bound or secured to the ground. You may duct tape the cords to the ground with all exposed areas of the cord taped.
- Cords CANNOT be tangled and left in an open area where patrons can trip and fall over them. Put excess cords under your table or in a secure location where patrons cannot access them.
- Any vendor with an open flame oven or hot cooking surface shall provide a safety barrier blocking patrons' access. This can be done with orange safety fence or netting available at the local hardware store. UWNCFL does NOT supply this for vendors.
- Review your vendor area prior to the start of the event to make sure all of your belongings are secure or provide a barrier preventing patrons from having access to all said areas.

## COMMUNICATION

Sarah Coulson, UWNCFL Communications Specialist, will be your main source for communication, questions and issue resolution. Sarah is available for questions at 352-333-0872 or email [scoulson@unitedwayncfl.org](mailto:scoulson@unitedwayncfl.org). Information on vendor guidelines and updates can be located at [www.unitedwayncfl.org/united-downtown/vendorinformation](http://www.unitedwayncfl.org/united-downtown/vendorinformation).

## SUBMITTING YOUR APPLICATION

You can submit your application through fax, mail, or email.

Fax: 352-331-2111 (c/o United Downtown)

Mail: 6031 NW 1st Place, Gainesville, FL 32607-2025 (c/o United Downtown)

Email: [scoulson@unitedwayncfl.org](mailto:scoulson@unitedwayncfl.org)

Please make checks out to United Way of North Central Florida with "United Downtown" in the memo line. Once your application has been reviewed, you will be contacted by the United Downtown staff about your acceptance status.

# VENDOR APPLICATION

Applicant's Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
Day of Event Contact Person: \_\_\_\_\_ Day of Event cell phone number: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Website (if applicable): \_\_\_\_\_  
City of Gainesville Occupational License Number (attach a copy): \_\_\_\_\_

1. Please indicate what week(s) you are applying for?

- | Date:                                   | Theme:   |
|---|--|
| <input type="checkbox"/> August 30:     | Gator run-n-fun (sports & fitness)                             |
| <input type="checkbox"/> September 20:  | Show your love for GNV! (Celebrate everything Gainesville)     |
| <input type="checkbox"/> October 4:     | Paint downtown Orange & Blue! (celebrate local arts & artists) |
| <input type="checkbox"/> November 22:   | Get your Gator on! (music & cars)                              |
| <input type="checkbox"/> All four weeks | (Aug. 30, Sept. 20, Oct. 4 & Nov. 22)                          |

2. Please indicate what type of booth you will have and attach the requested documentation at the end of your application.

- ☐ Food: include a menu of items for approval by United Way.
- ☐ Crafts, jewelry, wares: Include descriptions of items to be sold.  
Items not listed on this form and approved by event staff cannot be sold.
- ☐ General promotions: Include a list of items to be distributed. Items must be appropriate for all ages.
- ☐ Activity, entertainment or interactive element: Include what activity, entertainment or interactive element you are bringing and the age group it targets.
- ☐ Other (please explain): \_\_\_\_\_

3. Fees (please check one):

- | Core vendors - all four events:                  | Theme vendors - one event:                       |
|--|--|
| <input type="checkbox"/> Returning vendor: \$350 | <input type="checkbox"/> Returning vendor: \$100 |
| <input type="checkbox"/> New vendor: \$500       | <input type="checkbox"/> New vendor: \$150       |
| <input type="checkbox"/> Downtown vendor: \$350  | <input type="checkbox"/> Downtown vendor \$100   |
| <input type="checkbox"/> Nonprofit vendor: \$350 | <input type="checkbox"/> Nonprofit vendor: \$100 |

4. Access to electricity (vendors are responsible for providing their own 50' extension cord).

- ☐ Please Provide
- ☐ Don't Provide

Please make all checks payable to  
United Way of North Central Florida with "United Downtown" in the memo line.

# VENDOR AGREEMENT

Signing of this application acknowledges that the Vendor has read the application in its entirety and agrees to abide by all rules governing United Downtown and hold harmless United Way, the City of Gainesville and sponsors, and shall comply with all application federal state and local laws, rules and regulations.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# VENDOR PAPERWORK CHECKLIST

Please review the vendor checklist below to ensure vendor application requirements are met and all documentation is received by United Downtown event staff by Monday, Aug. 26.

- \_\_\_\_\_ Completed vendor application.
- \_\_\_\_\_ Pay the vendor fee. Make checks payable to United Way of North Central Florida with United Downtown in the memo line. Payment must be received prior to the event, or call to arrange credit card payment.
- \_\_\_\_\_ Description of what you will sell or distribute at your booth. For activity, entertainment or interactive booths, a description of your activity, entertainment or interactive element(s).
- \_\_\_\_\_ (food vendors only) Attach a copy of your City of Gainesville occupational license (business license)
- \_\_\_\_\_ (food vendors only) Current licensing and approval by the Florida Department of Business and Professional Regulation or Department of Agriculture

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