



# 2023 Jazz In The Alley- Merchandise Vendor Application

Dates: July 22, 2023

**Merchandise Vendor Fee: \$150.00**  
**Information Food Vendor Fee: \$100.00**  
**Applications are due July 7, 2023**

Return application in person or email vendor application to:  
Riverdale Town Center  
7210 Church Street, Riverdale, GA 30274  
Attn: Audrey Senegal  
Email: [asenegal@riverdalega.gov](mailto:asenegal@riverdalega.gov)

Vendor Name: \_\_\_\_\_ Type of Booth:  Business Info  Merchandise  Community Org Info

Web Site: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone: \_\_\_\_\_ Cell/Alt.Phone: \_\_\_\_\_

Mailing Address \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please list, in detail, everything you will hand out (info booths) or sell below and include pricing – you can additionally attach a list of items if you have one (we want to try to ensure we do not have too many duplicates). No food items may be sold or given away.

\_\_\_\_\_  
\_\_\_\_\_

**FOR MERCHANDISE BOOTHS: \*Tent Booths: You will be given a 10’x20’ booth space to set-up\***

Will you be using a generator?  Is it a whisper quiet generator?  (Power is not available on site)

Will you offer electronic payments (Credit Card, Cash Apps, Venmo, etc.)? \_\_\_\_\_

Do you have backdrop banners, display stands, etc. \_\_\_\_\_

Do individuals walk into your tent to shop, or do they shop from the perimeter of the space? \_\_\_\_\_

**FOR INFORMATION BOOTHS (No Sales): \*Tent Booths: You will be given a 10’x20’ booth space to set-up\***

Will you be using a generator?  Is it a whisper quiet generator?  (Power is not available on site)

Are you for-profit or a non-profit? \_\_\_\_\_ Do you have backdrop banners, display stands, etc. \_\_\_\_\_

Do individuals walk into your tent to shop, or do they shop from the perimeter of the space? \_\_\_\_\_

**Please submit this Completed Two Page Application online, along with the following documents:**

- A list of the items being sold or given out (a photo of your display board that will be at the booth is sufficient)
- Current Proof of General Liability Insurance
- Current Business License (for a City in the Atlanta Metro Area, a business license in Riverdale specifically is not required)
- A JPEG (or similar) of your logo (if applicable), at least 2 digital color photos of your tent set-up and 2-3 digital color photos of your merchandise or information that will be distributed (if accepted, these may be used later for promotion of the event).

Vendors will be notified via email of their acceptance (and of the staff approved vending days) into the event(s).

**The vending fee for the staff approved event date is due within 2 days from the notice of acceptance to hold your space.** After approval, an invoice is generated, and a “Credit Card Authorization Form” email is sent to applicant. PAYMENT Can be made in person or via phone with credit card authorization form. The Vender Permit will be issued via email along with load in directions once payment has been confirmed. Please keep the permit at your food booth.

**ADDITIONAL EVENT POLICIES AND PROCEDURES:**

Please **initial** each item below (application will not be accepted if these areas are not initialed).  
All references to “staff” or “the City” within this two-page application shall be referring to the City of Riverdale.

- \_\_\_\_\_ All vendors are expected to be fully operational during the entire time of the event. Vendors shall be given a time for arrival on site (at least 2hr. prior to the event, but up to 4 hours prior to the event) for preparation / set-up. Failure to arrive on time, stay open during the entire allotted time or selling beyond the allotted time shall disqualify the vendor from participating in future events and potentially forfeit the Vendor’s vendor fees for the remainder of the event season.
- \_\_\_\_\_ Vendors use professional looking displays/pricing boards (no cardboard signs) posted prominently and tastefully at their tent.
- \_\_\_\_\_ Vendors will be pre-assigned a space by staff – your location is **not** “first come first served” on the day of the event. Vendors use of the vendor space is non-transferable. Vendor may not allow anyone else to use their vendor space.
- \_\_\_\_\_ Vendors are responsible for set up, operation, and removal of all equipment at their location. Vendors will be responsible for the periodic removal of their own trash to the appropriately designated dumpster site during the event, as well as, the cleaning of their space at the close of each event.
- \_\_\_\_\_ Vendors must provide trash & recycling receptacles for waste generated by their booth and by their patrons.
- \_\_\_\_\_ Food Tent vendors must provide adequate, non-slip, floor covering in the booth to protect the area/ground/street underneath
- \_\_\_\_\_ The use of the name, logos or sale of items advertising the event requires prior written approval from staff.
- \_\_\_\_\_ Vendors are expected to fully cooperate with personnel from the county and state departments. Vendor is responsible for obtaining and paying for any and all taxes that are required for its operation, including state sales tax. Vendors understand that they must comply with all applicable laws, regulations and event polices concerning their products, presentations and conduct at the event. Non-compliance will result in penalties. The City assumes no liability or responsibility.
- \_\_\_\_\_ The City offers no guarantees or warranties of any kind. The event occurs rain or shine. No refunds or rain checks will be given. There will be no refunds if any unforeseen circumstances, acts of God, etc. result in the cancellation of the event.
- \_\_\_\_\_ No amplified music is allowed within vendor space or the event site without written permission from staff.
- \_\_\_\_\_ The sale of, or consumption of, alcoholic beverages by vendors, volunteers or employees of vendors is prohibited.
- \_\_\_\_\_ All surplus inventory/merchandise must be stored in covered containers and not directly on the ground.
- \_\_\_\_\_ Vendor agrees that the City may use photographic images taken at the show of merchandise and likeness in promotions and publications and that these images may be used online or provided to media outlets and/or used in social media applications including Facebook and the like. This includes the use of logos, photos and other marketing materials provided to the City.
- \_\_\_\_\_ Vendors must have copies at the booth of all their pertinent licenses, permits, insurance and the like, readily available.
- \_\_\_\_\_ The City reserves the right to make changes, amendments and additions to these rules at any time and all changes, amendments and additions so made shall be binding on the Vendor with the provision that all Vendors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by staff.

**Compliance Contract:** I have read and understand all of the policies as expressed above, and I will comply with all policies, procedures and regulations set forth above and below in this two-page application.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Indemnification:**

Vendor will defend, indemnify and hold harmless the Downtown Development Authority, and the City of Riverdale (hereinafter referred to as “the City”) and its agents, employees, officers and legal representatives for all claims, causes of action, liabilities, fines, and expenses (including without limitation, reasonable attorneys’ fees, court costs, and all other defense costs and interest) (collectively, the “Losses”) for injury, death, damage, or loss to persons or property sustained while the Vendor is participating in the event under this Agreement, including but not limited to (i) any injury, death, damage or loss to persons (including workmen) or property sustained while participating, (ii) any acts or omissions, and (iii) any breach of any representation, warranty, obligation or agreement of the Vendor contained in this Agreement, but in all cases only to the extent not caused by the negligent acts or omissions of the City.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_