

Love Waterford

Christmas Parade & Market 2023

*Event Information; How to apply to become a vendor;
Love Waterford Vendor Application; City of Waterford Vendor Permit Application*

EVENT INFORMATION:



Date: Saturday, December 9th
Location: Downtown Waterford – Intersection of Bentley and “E” St
Set up: between 1-2:30 p.m.
Hours: between 2:30-7:30 p.m.
Parade: departs Richard M. Moon School at 5:30 p.m., passes through the market around 5:50 p.m., and ends at Waterford Jr. High School (beside the Market) around 6:00 p.m.

Waterford’s annual Parade of Lights and Christmas Market is one of the most beloved and well-attended events in Waterford. Citizens line the streets of the parade route and congregate heavily in downtown Waterford to watch the floats drive by. The Christmas Market in downtown Waterford is also the location of Santa’s photo booth and a parade announcing station. Starting around 4 p.m., community members began to flood the downtown area, eager to pick up holiday gifts, enjoy children’s activities, get free pictures with Santa, grab dinner from the food trucks, and reserve their spot along the parade route. The Christmas Market is a great opportunity for vendors to sell their goods during the holiday season and take advantage of the crowds that will naturally congregate for the parade.



FOOD TRUCKS



**FREE CHILDREN'S
ACTIVITIES**



**FREE PICTURES WITH
SANTS**



PARADE OF LIGHTS

Love Waterford

BECOMING A VENDOR:

This year, the City of Waterford has released a [new city requirement](#), and all vendors operating within the City of Waterford must apply for a Vendor Permit to attend any vendor event within city limits. To support the local vendors and small businesses in our community, we have reduced our vendor fee so that this added requirement does not inhibit small businesses from participating. Additionally, we have included the city's permit form in this application packet, and we will submit the form and payment to the city on your behalf in order to simplify the process for you. However, because the City of Waterford's vendor permit is not refundable, we *will not be offering refunds of any vendor fees for this event under any circumstances*.

Step 1: FORMS

Please read and sign the Vendor Rules, and fill out BOTH the Love Waterford Christmas Market Application and the City of Waterford Vendor Permit and email them to mandy@lovewaterford.org. The forms are fillable and can be completed without being printed. If you choose to print them and scan them, please write legibly. Please do not send your forms by mail, as it will significantly delay the approval process and may lead to denial based on available spaces.

Note: All vendor forms for the Christmas Market should be turned in to Love Waterford; applications dropped off at City Hall will be denied, and permits fees turned into the city will not be refunded.

Step 2: ACCEPTANCE

Once we receive your forms, we will review them and notify you if your application has been accepted within 5 business days. To the best of our ability, we try to limit the number of duplicate vendor types in order to ensure that vendors have the best possibility of success.

STEP 3: PAYMENT

Once you have been notified of acceptance, we will hold your spot for 5 business days while we await payment. If payment is not received in 5 business days, you may forfeit your spot to a vendor selling a similar product. Payment can be submitted by Venmo or by sending cash/a check through the mail. If you choose to send payment by mail, we encourage you to let us know so that we can be on the lookout.

STEP 4: MARKETING

We would love to help advertise your participation. Please send three photos and your business logo to mandy@lovewaterford.org so that we can make a post about what your small business has to offer.

STEP 5: DEADLINE

Applications for the market close on November 15, or when filled – whichever happens first.

STEP 6: SPACES

Spaces will be assigned. You will be notified of your space number and provided a map of the event the week before the event. We will not be able to release a map with your assigned space more than a week ahead of time due to the inevitability of last-minute cancellations. If you would like to be placed next to a friend, please list their name and business name on your form under "special requests." We will do our best to accommodate special requests that are made ahead of time, but make no guarantees of accommodation.

L♥ve Waterford

VENDOR APPLICATION

FIRST & LAST NAME: _____

PHONE: _____ EMAIL: _____

PRODUCT: _____

BUSINESS NAME: _____

SPECIAL NEEDS/REQUESTS (IF ANY): _____

FEES (SELECT ONE):

- One, 10x10' spot: \$20
- Two, 10x10' spots: \$40
- Nonprofit/ School Group: one 10x10 spot at no cost
- Providing Free Children's Activities: One 10x10 spot at no cost

Note: The \$10 City of Waterford Vendor Permit Fee is included in this pricing. The fee waiver for nonprofits/school groups applies only to organizations that reside in Waterford.

VENDOR RULES:

1. **POWER:** Access to power and water is NOT provided.
2. **SET-UP and TEAR-DOWN:** All applicants are responsible for their own equipment (tent, tables, chairs, etc.). Applicants are responsible for cleaning their area prior to leaving. Applicants are encouraged to bring a trash can for their space.
3. **PHOTOGRAPHY:** This is a public event. Any photography taken at or during the event of yourself, or your booth, may be used for Love Waterford promotional purposes.
4. **WEATHER:** This is a 100% outdoor event that is taking place during winter. We will move forward in light to moderate rain and wind. Please be prepared for whatever surprises the weather may hold. All pop-up tents must be secured/weighted.
5. **CANCELATIONS:** If you must cancel your participation for any reason after payment has been submitted, a refund will not be issued, and you will not receive a credit toward another Love Waterford vendor event. If you registered using a vendor credit and you cancel your participation, your credit is forfeit just as a payment would have been. If Love Waterford cancels this event due to extreme weather or any other unforeseen circumstances, neither a credit nor a refund will be issued.
6. **BEHAVIOR:** Love Waterford is a volunteer-run community service organization, and we host family-friendly community events that bring unity and meet the needs of struggling families in our community. We expect all participants to exhibit behavior that is family-friendly, welcoming, and kind to other participants, community members, and volunteers. We reserve the right to cancel the participation of any vendor without a refund and decline future participation if your behavior does not align with the values of our organization.
7. **LIABILITY RELEASE:** I acknowledge that my participation in this event, or that of my child, could involve a risk of physical injury, sickness, or damage to property. I expressly assume such risk and release and waive any claims against the City of Waterford and Love Waterford, its agents, and employees, for any injuries or sickness to persons or damage to property. I do hereby fully release and discharge the City of Waterford and Love Waterford, its officials, officers, agents, servants, and employees from any and all claims from injuries, sickness, damage, or loss which I may have or which may occur to me as a result of my participation or attendance in any of the City of Waterford or Love Waterford's sponsored/co-sponsored events and/or activities.

I acknowledge that I have read, understood, and agree to the rules and expectations of this event.

APPLICANT SIGNATURE: _____ DATE: _____



City of Waterford
One Day Retail Vendor License Application

Applicant Information:

Name of Applicant: _____
Business Name (if applicable): _____
Address: _____
Phone Number: _____
Email Address: _____

Vendor Information:

(Type of Vendor and Description of Products/Services)

Event Information:

Event Date: December 9th
Event Name/Description: Christmas Market
Event Location: Downtown Waterford

Permit Fee:

The one-day retail vendor permit fee is \$10.

(The permit fee is included in your Love Waterford vendor application fee, and will be paid to the City of Waterford by Love Waterford upon your approval as a vendor)

Terms and Conditions:

By submitting this application, I acknowledge and agree to the following:

- * I will comply with all local laws, regulations, and health codes while operating as a vendor.
- * I am responsible for obtaining any additional permits or licenses required for my business type.
- * The permit fee is non-refundable.
- * The City of Waterford reserves the right to revoke the permit if any violations or non-compliance are identified.
- * I will adhere to event rules and guidelines as provided by the event organizers and the City of Waterford.
- * Each Vendor is allowed 4 Licenses per calendar year.

Applicant Signature: _____

This section to be completed by City Personnel

Approved and Paid:

City Staff

Payment Method Received