

September, 2017



Dear Winter Wonderland Vendor Applicant:

Thank you for your interest in the 4th Annual Westchester's Winter Wonderland. This fantastic event gives you access to over thousands of participants at a prime shopping time of the year.

Our marketing reaches hundreds of thousands of households. As a vendor at Winter Wonderland, you will have the benefit of a targeted audience with the desire and money to shop.

Westchester's Winter Wonderland is a reasonably-priced entertainment option for individuals and families! For just one low price per person - \$15 – guests experience:

- The Santa Experience, with no additional cost to visit and take photos with Santa. Our research shows that visiting with Santa is one of Winter Wonderland's biggest attractions.
- A spectacular Holiday Circus, fun for all ages! At least three shows per night plus additional attractions. There are three rides for visitors to enjoy, the Wonderland Express, Winter Hay Ride, and Holly Jolly Caterpillar.
- "RangersTown Rink" Westchester's only outdoor refrigerated ice rink, with ice skates included in admission.
- A dazzling eco-friendly LED light show featuring holiday music with customized "dancing" light displays.
- Unique local food trucks, fully enclosed bar featuring beer, wine, and spirits, and a warming tent to enjoy it all.

We are limiting the number of vendors to 20 in our pop up vendor market tent (Dec 21-23) or 22 for vendors that want to rent their own tent (Nov 24-Dec 31) for the duration of the event on the grounds of Winter Wonderland. Spaces are pre-assigned based on receipt of contract on a first come, first serve basis. We will limit the number of crafters/gifts per specialty (i.e. – jewelry, ornaments, etc.). Vendors are encouraged to reserve early. All vendors will have access to electricity and table/chairs.

Your completed registration form and payment must be received by **Friday, November 17**. We will confirm receipt of payment via email, however, space assignments and instructions will be emailed in late-November.

Of behalf of Westchester Parks Foundation, we look forward to receiving your application for Westchester's Winter Wonderland 2017. If you have any questions regarding the application process, please contact me at 914-231-4582, or email eric@thewpf.org.

Regards,

Eric Harvey
Fundraising & Business Operations

Holiday Shopping Village Vendor Information

LOCATION

Kensico Dam Plaza, One Bronx River Parkway, Valhalla, NY 10595

2017 Dates & Times: *Shaded areas indicate Festival days*

Weekdays and Sundays – 5 p.m. to 9 p.m.

Fridays and Saturdays – 5 p.m. to 10 p.m.

Fee

Sun	Mon	Tues	Weds	Thurs	Fri	Sat
					Nov 24	25
26	27	28	29	30	Dec 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21 Vendor Market	22 Vendor Market	23 Vendor Market
24	25	26	27	28	29	30
31						

Structure

Pop-Up Holiday Market Tent attached to the Dining Tent

\$600 Retail Tent (20 spaces)

Included:

- ♦ Approximately 6' x 8' space
- ♦ 1 110v electric outlet
- ♦ One six ft. table, 2 chairs
- ♦ Inclusion in marketing and promotional materials, website
- ♦ Overnight security

Winter Wonderland Village

Fees are for the duration of the event. A commitment of all open dates is required. Vendor must rent a tent (details below)

→ Main Street \$1,200* this space is available to be open during day time hours
(*All visitors Enter/Exit at the main gate and must pass by "Main Street" as they arrive/leave.*)

50% due upon signing (nonrefundable)

50% due by November 17

Credit cards payments only.

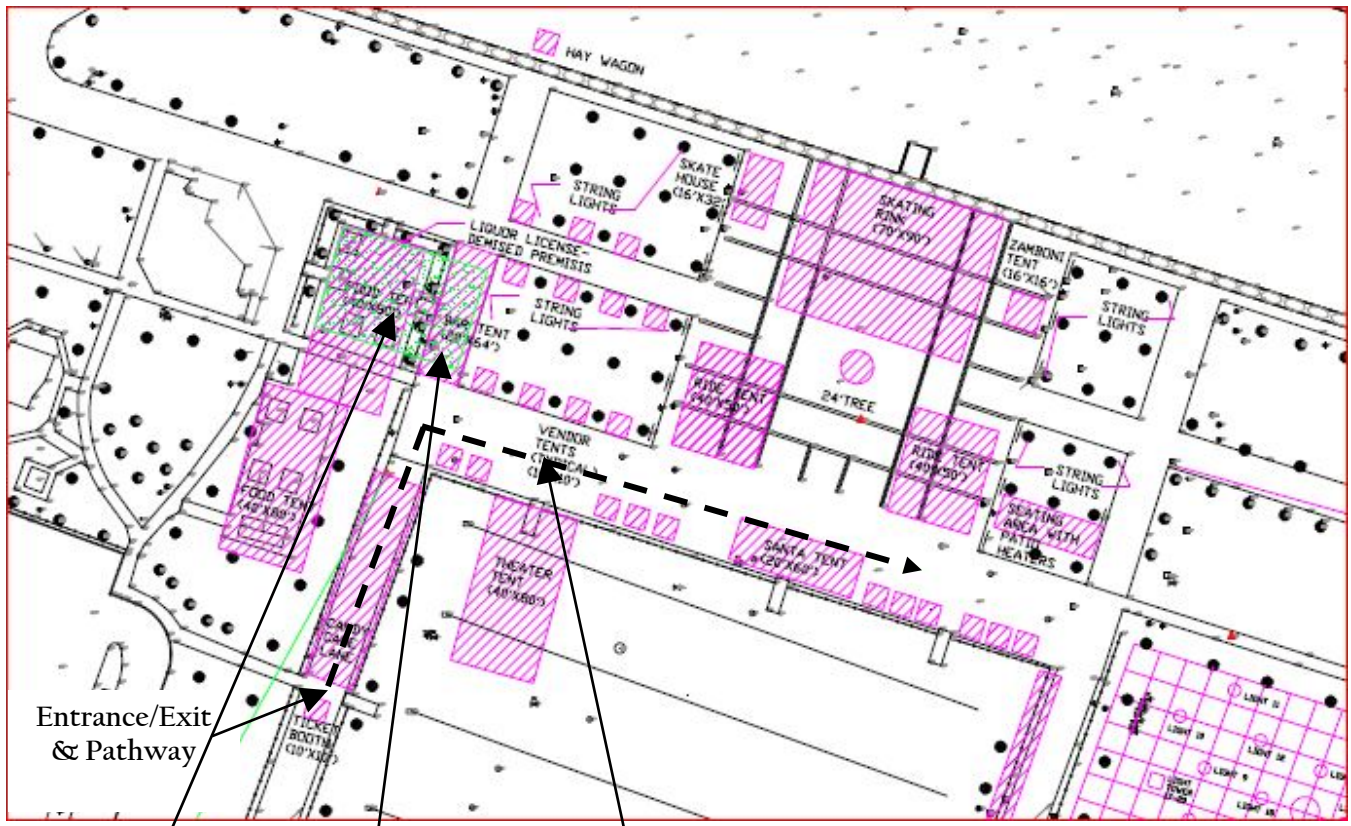
Included:

- ♦ 10' x 10' space (10' x 20' available in select locations)
- ♦ 2 electric outlets
- ♦ One six ft. table, 2 chairs
- ♦ Inclusion in marketing and promotional materials, website
- ♦ Overnight security

All other supplies or equipment (for Winter Wonderland Village), including the tent, is the responsibility of the vendor. The tent must be either a 10 x 10 or 10 x 20 covered, lockable/secure structure. It must meet fire code standards. ALL tents are subject to approval prior to use at Winter Wonderland. Westchester Parks Foundation works exclusively with Party Line Tent Rentals, to rent your tent for the event. Contact Party Line at 914-592-1200.

Space assignment is at the discretion of Westchester Parks Foundation

Winter Wonderland Map:
Vendor Spaces



Dining Tent Vendor Tent 3 days (\$600) Main Street – all 27 days (\$1,200)

VENDOR REGISTRATION ACCEPTANCE

Once your application, has been received, it will be reviewed to approve the products you wish to sell. Upon approval, the required insurance (if applicable) and payments are due.

Westchester Winter Wonderland 2017 Vendor Booth Rules

- ◆ Event managers reserve the right to audit all items on display and may request the removal of work or items which, in the sole judgment of the event managers, is deemed inappropriate or unacceptable. Failure to comply will result in the removal of an exhibitor from the event.
- ◆ Vendors are limited to selling the products from their approved list on their acceptance contract. If you would like to add to your list of items, you must contact Westchester Parks Foundation for approval.
- ◆ Westchester Parks Foundation reserves the right to prohibit a vendor from selling a product if we feel it is competing with the principle seller of that item.
- ◆ All exhibits must be open for business during exhibit hours and no dismantling or packing may be started before the official close of the event.
- ◆ All vendors are responsible for their own NY Sales Tax number. All permits, licenses, etc listed below must also be provided to WPF with your application.
- ◆ Exhibitors may not share booth space with another exhibitor unless such a request is made in advance.
- ◆ Your total exhibit must fit within 6' X 8' space or a 10'x'10' tent (or, 10' x 20' if previously arranged). No displays will be allowed in pathways. Tables must be covered and all boxes and packing materials stored out of sight.
- ◆ Vendors are responsible for keeping their areas neat, clean and hazard free.
- ◆ Booths must be manned by persons 18 or older. Children must be supervised at all times.
- ◆ **NO STERNO OR OPEN FLAMES ALLOWED!**

State and Local Regulations

- ◆ The vendor shall comply with all federal, state and local laws, rules and regulations, and all Westchester County Executive Orders and Westchester County Parks, rules and regulations, including this set of guidelines, and all amendments and additions thereto.
- ◆ The vendor shall comply with the county's prohibition of Styrofoam disposable products. This includes but is not limited to, disposable cups, plates and "clamshell" boxes. Additionally, pursuant to the Westchester County Sanitary Code, vendors must comply with the prohibition of the use of cooking oils that contain trans-fats.
- ◆ Vendors selling taxable items must display a valid NYS Certificate of Authority.
- ◆ Vendors selling nursery and greenhouse crops, must display a valid NYS nursery license.
- ◆ Vendors selling processed foods, prepared foods, and other perishable items shall do so in compliance with requirements of the Westchester County Health Department and the Department of Agriculture and Markets.
- ◆ Vendors selling wine, must display a valid NYS Winery license. Annual tasting Permit is issued by the NYS Department of Agriculture and Markets and No Fee Permit, from the State Liquor Authority.
- ◆ Vendors selling by weight must have scales approved by the County Department of Weights and Measures.
- ◆ Vendors selling by volume must use standard size containers such as pint, quart, cup, etc.

- ◆ Vendors selling organic produce must have signage at the stand reflecting organic certification. Certification must be attached to the registration application.
- ◆ **On Site Expectations**
- ◆ Vendors must be open and ready to serve the public by 5 p.m. on each day of the Winter Wonderland program. You are required to remain open until the official closing time for each day, or later if hours are extended. Load in and load out is to be scheduled with the designated event manager and at no time will vehicles be allowed onto the plaza during show times. There are a limited number of flatbed dollies available on a first come first served basis. Each vendor is responsible for the attractive display of their products and to keep the inside of their spaces in a neat, clean and safe disposition. Westchester Parks Foundation does not provide point of sale access. There is public Wi-Fi available at the park, but it is not recommended for business use due to delayed times and voluminous public users. Vendors should use a point of sale system that works best for them. Cellular service is adequate at the park but you may need a hot spot to insure constant connection.
- ◆
- ◆ **Insurance (food vendors only)**
- ◆ “Westchester Parks Foundation, Inc. AND County of Westchester – 450 Saw Mill River Rd, Ardsley, NY 10502” must be listed as the certificate holder. In the description box, the text must read “The certificate holder is listed as additionally insured for Westchester’s Winter Wonderland, November 24, 2017 through December 31, 2017. Coverage must include at minimum, one million dollars general liability coverage.
- ◆
- ◆ *Westchester Parks Foundation engages the public to advocate for and invest in the preservation, conservation, use, and enjoyment of the 18,000 acres of parks, trails, and open spaces within the Westchester County Parks system.*
- ◆
- ◆ All donations are tax deductible.



OFFICE USE ONLY

Space # _____ Check # _____

Amt. \$ _____ Dates _____

Table(s) _____

Holiday Shopping Vendor Application

Contact Information

Business Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____ Alternate Phone: _____

Email address: _____ Website: _____

Vendor Type

List all products you are interested in selling: _____

List products you will be sampling: _____

Tax ID Number: _____

Home Processor Certificate: Yes No

Will you need electric? Yes No

Special Requests: _____

No. of Spaces: _____

Over for payment information

Pop-Up Holiday Market - December 21, 22, 23

\$600 Retail Tent (20 spaces)

Winter Wonderland Village November 24 – December 31 (all 27 dates):

Main Street \$1,200

METHOD OF PAYMENT Visa MasterCard American Express

Amount Enclosed: \$ _____
Non refundable unless application is denied

CREDIT CARD NO. _____

EXP. DATE: _____ SECURITY CODE: _____ SIGNATURE: _____

I understand that the Westchester Parks Foundation and the Westchester County Department of Parks and Recreation are not responsible for loss, damage, or personal injury due to my participation at Winter Wonderland Vendor Event. . I have read the Winter Wonderland 2017 Vendor Booth Rules and will comply with them.

Accepted:

Westchester Parks Foundation:

Name: _____

Name: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

Mail Application and Payment to:

Westchester Parks Foundation, Inc.
450 Saw Mill River Road
Ardsley, NY 10502
914-231-4548

You will be contacted once your application has been approved.

www.theWPF.org
WWinterWonderland.com

Winter Wonderland Vendor Tent Rental Information
(Applicable to Winter Wonderland Village)

The tent must be either a 10 x 10 or 10 x 20 covered, lockable/securable structure. It must meet fire code standards. ALL tents are subject to approval prior to use at Winter Wonderland. Westchester Parks Foundation works exclusively with Party Line Tent Rentals, should you need to rent a tent for the event. Contact Party Line at 914-592-1200.

10' x 10' Vender Tent \$1,695.00

- 1 - 10' x 10' High Peak Tent
- 2 - 8' x 10' Window Sides - Side Walls
- 1 - 8' x 10' Solid Side - Back Wall
- 1 - Double Door w/Locking Bar
- 1 - Flood Light
- 1 - Heater*
- 1 - Tent Ballast Kit

10' x 20' Vender Tent \$2,095.00

- 1 - 10' x 20' Frame Tent
- 2 - 8' x 20' Window Sides - Side Walls
- 1 - 8' x 10' Solid Side - Back Wall
- 1 - Double Door w/Locking Bar
- 1 - Flood Light
- 1 - Heater*
- 1 - Tent Ballast Kit

Price Includes Installation, Removal and Rental for the duration of Winter Wonderland
All Side Wall secured on bottom (winter kit)

* Propane to billed accordingly usage and at market price.

-> Heater supplied burns approximately 4# of propane per hour - please keep in mind all heaters are supplied with a thermostat. The heater normally cycles on and off using less fuel per hour.

At this Time Propane Pricing is:

40# \$ 29.80 (Approx. run time: 10 Hours of continuous use)

60# \$ 44.70 (Approx. run time: 15 Hours of continuous use)

100# \$ 74.50 (Approx. run time: 25 Hours of continuous use)

Optional Items:

Ultra-Deck Sub-Floor \$150 for 10' x 10' - \$300 for 10' x 20' Tent

Astro Turf \$100 for 10' x 10' - \$200 for 10' x 20' Tent (Sub-Flooring Must Be Used)

Payment is required in full before delivery. **\$300.00 Security / Propane Deposit Required**
All prices do not include sales tax.

Contact:

Kenny Puff,

[Party Line Tent Rentals](http://PartyLineTentRentals.com) | 914-592-1200