



2017 Merchant – Vendor Application Form

Event description:

Alive in Roswell is a monthly event hosted by Atlanta Plays it Forward in conjunction with the City of Roswell. The event venues are Historic Canton Street and Historic Roswell Square.

Event Dates: 3rd Thursdays April – October 5:00-9:00 pm

April 20 May 18 June 15 July 20 Aug 17 Sept 21 Oct 19

- Ideal vendors would provide products and services that are suitable to this family friendly event
- Preference will be given to Roswell business applicants

Merchant-Vendor Locations: (as assigned after applicant approval and receipt of payment)

- Canton Street – Heart of Roswell Park; Elizabeth Way; limited space on Canton and Webb Streets
- Historic Roswell Square – Within the square

Pricing:

- Canton Street - \$1,500 (season total 7 events)
- Historic Roswell Square - \$350 (season total 7 events)

Application Process:

- All Applications are due by April 1st.
- All applications are reviewed by Special Events Committee.
- Accepted applicants will be notified via email within three days of receipt
- Payment due by no later than April 10th.
- Applicant payments must be received to secure a location.
- Upon receipt of payment applicants will have the opportunity to choose your location among the remaining locations on a first pay-first serve basis. A map will be provided.

Vendor Guidelines: Canton Street

- Vendor-Merchants should sign in at the Special Events Information Tent on Elizabeth Way beginning at 4:00pm on each event date.
- Set up may begin at 4:30 pm and take down must be complete by 9:30 pm.
- Although we ask you to break down beginning at 9:30 pm, you will not be able to bring vehicles in or out of the event area until the road re-opens at 10 pm.
- We are happy to help you create a plan for easy breakdown. Please call or email prior to the first event in April.
- Merchant-Vendor space is 10'x10' in a designated location unless otherwise authorized.
- Electricity access is not offered or guaranteed.
- Canton Street closes for vehicular traffic at 6:30 pm. Set-up in this area cannot impede pedestrian traffic on sidewalks or in public right of way.
- Playing or projecting music is not allowed. Music for the event is provided by pre-approved talent.
- Selling or serving alcohol without the necessary City of Roswell Alcoholic Beverage and Catering license is not permitted.
- Designated areas may not be relocated.
- Designated areas may not be sublet or shared without preapproval.
- Merchant-Vendors must provide their own tables, tents, chairs, trash cans.
- Event is rain or shine. No weather-related refunds or adjustments will be granted.
- Merchant-Vendor designated must be left clean and free of trash upon event closure.

Vendor Guidelines: Historic Roswell Square

- Vendor-Merchants will be assigned a location in the Square prior to each event. A map will be provided.
- Set up may begin at any time after noon on the day of the event.
- Take down must be complete by 9:30 pm.
- Park Square Lane (north side of the Square) closes to traffic at 2:00 pm on the day of the event re-opens at 10 pm.
- Merchant-Vendor space is 10'x10' in a designated location unless otherwise authorized.
- Electricity access is not guaranteed.
- Playing or projecting music is not allowed. Music for the event is provided by pre-approved talent.
- Selling or serving alcohol is not permitted.
- Designated areas may not be relocated.
- Designated areas may not be sublet or shared without preapproval.
- Merchant-Vendors must provide their own tables, tents, chairs, trash cans.
- Event is rain or shine. No weather-related refunds or adjustments will be granted.
- Merchant-Vendor designated must be left clean and free of trash upon event closure.

Any violation of these guidelines will result in forfeiture of the designated area without refund.

Sponsorships: A variety of sponsorship opportunities are available. Contact us below for more information or for any questions concerning this application.

(APPLICATION FORM BELOW)

Application (check one or both venues)

Canton Street - \$1,500 (season total 7 events)

Historic Roswell Square - \$350 (season total 7 events)

Business Name: _____

Contact: _____

Business Address: _____

City, State, Zip: _____

Cell Phone: _____

Email: _____

Website/Facebook Page: _____

Products or Services: _____

I AGREE TO FOLLOW GUIDLELINES AS OUTLINE BY EVENT COORDINATORS.

Signature: _____

To submit your application or obtain further information, contact:

Tom LaDow

Executive Director

Atlanta Plays It Forward

12050 Wildwood Springs Drive

Roswell, GA 30075

678.591.2610

TlaDow@AtlantaPlaysItForward.com