



Merchant – Vendor Application Form

Event description:

Alive in Roswell is a monthly festival free to the public hosted by Atlanta Plays it Forward and the City of Roswell. The event venues are Historic Canton Street, Historic Roswell Square, Interactive Zone at City Hall and East Alley

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

April 19/ May 17/ June 21/ July 19/ Aug 16 /Sept 20/ Oct 18

Applicant Selection Priorities:

- Appropriate products and services
- Diversity/mix of products and services
- Roswell businesses

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

- Canton Street – Heart of Roswell Park; Elizabeth Way; limited space on Canton
- Historic Roswell Square – Within the square
- Interactive Zone: City Hall

- East Alley: TBD

Pricing:

- Canton Street - \$1,500 (season total 7 events)
- Historic Roswell Square - \$400 (season total 7 events)
- Interactive Zone: Free
- East Alley: TBD

Application Process:

- Applications are now being accepted
- All applications are reviewed by Special Events Committee.
- Accepted applicants will then be notified and provided payment instructions.
- Applicant payments must be received to secure a location.
- Once payment is received you will have the opportunity to choose your location from the map(first come first served)

Vendor Guidelines:

- **Canton Street Vendor-Merchants** should sign in at the Special Events Information Tent on Elizabeth Way beginning at 3:00pm on each event date.
- Set up may begin at 3:00 pm and take down must be complete by 9:30 pm.
- **Canton Street Vendor-Merchants:** Although we ask you to break down beginning at 9:30, you will not be able to bring a car in or out of the event prior to the road reopening

at 10pm. it is dangerous for us to try to get cars either in(for loading) or out of the event.

We are happy to try to help you work on a plan for an easy breakdown, please email or call to discuss 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 refunds or adjustments will be granted.
- Merchant-Vendor designated area should 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.

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

Application (check one or both venues)

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

Historic Roswell Square - \$400 (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 GUIDELINES AS OUTLINE BY EVENT COORDINATORS.

Signature: _____