

New Year's Day Event

Set-up 10:00 AM

Event 10:45 to 1 PM



FREE 10 ft by 10 ft booth space, available to the first 18 businesses who submit application

2015 Application for Booth at Berserkle

The Lovettsville Business & Tourism Committee **"We're In"** will be hosting a New Year's Day Event & offering **FREE** booths to any business located within the **20180 Zip Code** who submit this application. Berserkle in the Squirkle is a Family Fun Run set-up to showcase local businesses to the participants in "Pit Row." Residents of all ages will have the opportunity to walk, run or skip past your booth up to 27 times! There are a limited amount of booths available, so turn your application in soon! If your business would like to participate in this event, please review the attached information & fill out the following:

Business Name _____

Name of Owner _____

Business Address _____

Mailing Address _____

Email Address _____

Website _____ **Phone:** _____

10 words or less to describe your business: _____

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- You are welcome to submit a logo that we could include in marketing for the event – but only in JPEG form.
 - Vendors will NOT be allowed to have any retail sales. The purpose of the event is to celebrate New Year's Day and to offer local businesses the opportunity to promote their business to the community for FREE!
 - *Recommended activities at your booth:* pass out or display information about business or organization, give out free samples/snacks, offer demonstration of product or service, hold a raffle or drawing, set-up games for kids, make posters to cheer on participants or wear a crazy costume!

VENDOR INFORMATION VENDOR INFORMATION

Return to Town Hall or Mail to: Harriet West, P.O. BOX 209, Lovettsville, VA 20180 OR email at clerk@lovettsvilleva.gov **QUESTIONS? Please call 540-822-5788**

Berserkle in the Squirkle 2015

- 1) This is a **Family Fun Run Event** at the Town Square. Participants are invited to run or walk around the Town Square for about 90 min (to get to 5K). They can dress up in silly costumes, walk their dog, decorate their strollers or wagons, and more! The course is set-up that the participants have to visit "PIT ROW" where all of the vendor booths will be located.
- 2) There is no charge for a booth space. Only 18 booth spaces available, on a first come – first served basis. Applications received after December 19, 2014 may not be accepted. These booths are available for FREE!
- 3) Booth space is only available to businesses located in the 20180 zip code...again, for FREE!
- 4) Individual booth area is 10' x 10' and are located along the Town Square.
- 5) Vendors will NOT be allowed to have any retail sales; the purpose of the event is to celebrate New Year's Day and to offer local businesses the opportunity to promote their business to the community for FREE!
- 6) *Recommended activities at your booth:* pass out or display information about business or organization, give out free samples/snacks, offer demonstration of product or service, hold a raffle or drawing, set-up games for kids, make posters to cheer on participants or wear a crazy costume!
- 7) Even if your business is not in food service, you may want to pass out a snack (like granola bar or candy) to the participants as they run (or walk) by your booth.
- 8) Your FREE booth space also comes with a listing in event marketing materials (website, press release, flyers, etc.).
- 9) Booth setup starts no earlier than 10:00AM and must be set-up by 10:30AM. Vendors are expected to display until the end of the event (about 12:30PM).
- 10) A map and your booth number will be provided by e-mail or mail before the event.
- 11) Only space is provided: no utilities, tent, or table(s) are provided. There may be a generator available. If you would like to request power at your booth, please mark on your registration form.
- 12) Vendors are responsible for all permits, licenses, and insurance.
- 13) This is a rain or shine event (or snow!).
- 14) All vendor activities must be suitable for a family event. Offensive materials, ads, or public displays will be removed and participation refused.
- 15) It is the responsibility of the vendor to keep the booth and surrounding area clean. Each Vendor shall leave the area in the same condition as they found it.