



Department of Recreation and Human Services
280 North Union Street
Rochester, New York 14609
www.cityofrochester.gov/publicmarket

HALLOWEEN "AT THE MARKET" 2023
NON-PROFIT ORGANIZATION APPLICATION

www.cityofrochester.gov/markethalloween



Date: Sunday, October 29
Set-up: 3:30 pm - 4:30 pm
Event: 4:30 pm - 7:00 pm
Cleanup: 7:00 pm - 8:00 pm

Halloween at the Market is a hugely-popular event that allows children and families to celebrate Halloween in a safe, fun, interactive environment! At this free event, attendees find the vendor sheds filled with community organizations offering trick-or-treating opportunities, interactive activities, performances, live entertainment, arts and crafts, and much more--including valuable information about community organizations' programs and services. This event is for outreach and brand awareness; we do not permit the sales of merchandise or services. There no fee to participate but organizations must turn in this application by Sunday, October 15.

\*The details:

- Turn in this application via email at PMarket@cityofrochester.gov, or in person at 280 N. Union St. (2-story brick building, located in the center of the market.)
• Application deadline is Sunday, October 15. Directions, stall assignments, and event details will be sent via email to participating organizations by Wednesday, October 25.
• Each organization will receive one 8-foot table, and two folding chairs. Please bring any additional tables/chairs needed. Each organization will be assigned two vendor stalls (10 ft. wide x 30 ft. deep). Mark the box below if you need additional space to accommodate your organization.
• Last year, we had 80+ organizations and approximately 5,000 attendees, which makes this a great networking and outreach event. Please bring an activity or treats for a large audience. (candy not necessary—stickers, pencils, other small giveaways are great). If possible, have an activity, performance, or entertainment feature. Feel free to get creative and have fun with it!

See back for Rules.

Applicant Name: \_\_\_\_\_ Organization Name: \_\_\_\_\_

E-mail: \*REQUIRED\* \_\_\_\_\_ Phone Number: \_\_\_\_\_

Details on the activity your organization will offer:

Each organization is assigned two vendor stalls (10 ft. wide x 30 ft. deep.) If your organization needs additional space, check this box [ ]

\*Participating organizations must be either non-profit, or serve families/children in some capacity\*



## **RULES AND REGULATIONS:**

- A. Stall(s) are 10'X30' which includes vehicle parking. **Stall(s) must be left clean and free of litter at the end of event, do not leave unsold or unwanted items, they must go with you.**
- B. All items are to be confined within the boundary lines to prevent injuries and to facilitate foot traffic. If the vehicle area of the stall is utilized for display and/or sales, the vehicle must be moved to a parking lot of the Market.
- C. Organizations must occupy stall(s) by 4:30 pm, and **stay for the entirety of the event.** Due to traffic and event attendees, participating organization's vehicles will not be permitted to exit the event early.