



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

HALLOWEEN AT THE MARKET 2024
NON-PROFIT ORGANIZATION APPLICATION

www.cityofrochester.gov/markethalloween



Date: Sunday, October 27
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, activities, performances, entertainment, arts and crafts, and much more--including valuable information about programs and services. This event is for outreach and promotion; no sales of merchandise or services is allowed. There no fee to participate but organizations must turn in this application by Sunday, October 13.

- Participating organizations must be either non-profit, or serve families/children in some capacity.
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 13. Directions, shed stall assignments, and event details will be sent via email to participating organizations by Wednesday, October 23.
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 plan for a large and fast-moving audience! Candy is not necessary for trick-or-treating—stickers, pencils, other small giveaways are great! An activity, performance, or entertainment feature that you can deploy quickly for the families and kids moving through will enable you to get information about your programs and services to the families—and make this event more productive for your organization than just handing out candy! See page 2 for Rules.

Applicant Name:

Organization Name:

Key Contact E-mail: \*REQUIRED\*

Phone Number:

Describe the activity your organization will offer:

when your text reaches the end of each line, click into the next line!

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



## **RULES AND REGULATIONS:**

- A. Stall(s) are 10' wide X 30' deep, 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 entire event. Due to traffic and thousands event attendees, participating organization's vehicles will not be permitted to exit the event early.***
- D. Edible treats offered must be pre-packaged; whole fruits such as apples can be offered. Home-made treats such as baked goods made in your own kitchen (rather than in a commercial kitchen by certified food handlers) **are not allowed!** If you are not sure if the treats you have in mind are OK, please contact the Market Office at 585-428-7282 to check.