



Historic Sanford Welcome Center, Inc.

The mission of the Historic Sanford Welcome Center is to enrich the Sanford experience by serving as the communications hub, and by providing education and information showcasing Sanford as a cultural, recreational, and historic destination. The Alive After Five event is an opportunity to introduce visitors to Historic Sanford, and the many local artists and businesses in this area. The Alive After Five team strives to bring an exciting quality event with a different theme each month to downtown Sanford. Thank you for your interest in participating in Alive After Five. All applications must be approved by the Alive After Five review committee and must be in keeping with the mission statement of the Alive After Five event and the Historic Sanford Welcome Center.

Alive After Five Artist Rules

HOURS OF THE EVENT ARE 5:00-8:00 PM (5:00-9:00 PM October)

1. Artists must rent a 10'x10' space for \$25 and provide your own table (with or without tent) to participate in Alive After 5 (AA5) each month. A new application must be completed annually and will remain in effect unless changes are made – i.e., change of address, contact name, contract purchase vs. monthly payment. Application rules remain in force for the entire year and not just the month the contract was signed.
2. Please confirm your attendance on a monthly basis. Confirmation and payment must be received by Monday at 5:00 p.m., seventy-two (72) hours prior to each event. After that time, the price will increase to \$30. Artists wishing to purchase a space day-of, without making prior confirmation and payment, will be charged a \$50 fee and placement will be based on availability. On-time RSVPs will select their locations on a first-come, first-served basis.
3. Any Artist that sells a product or service at the event that is not in compliance with the Artist Selling rules and regulations may be asked to leave the event immediately, forfeit rental fees paid, and face possible banning from future events.
4. Participants are **prohibited from fundraising** at the event unless approved in writing by the AA5 Management prior to the event.
5. The AA5 Event Coordinator and/or AA5 Event Planner reserve the exclusive right to refuse participation to any business or organization for any reason.
6. Participants are encouraged to distribute collateral materials, samples, and information pertaining solely to the business or organization that has applied to participate. **A representative must be present to oversee his/her location at all times**, and must display materials for the duration of the event. Business contacts (i.e. solicitations) outside of your booth are strictly prohibited. **Booth sharing is strictly prohibited.**
7. Our Staff will visit and monitor booths during the event. If exhibited material or booth display differs significantly from the information provided at the time of registration, the responsible party will be asked to remove unacceptable material or literature and/or

rework booth display. Continued violation of this policy may result in the responsible party being asked to leave with no refund of rental fees issued.

8. **Set up time is 3:30 – 4:45 PM the day of the event.** Please be prompt. Before setup, all participants must check in at the Welcome Center at 230 E. First Street Sanford at 3:30 p.m. to be given their assigned booth location. **Cars wishing to unload set-up materials are not permitted access to First Street until 4:00 p.m.** Artists should park in the parking lot, check in, then drive to Second Street to unload on either Palmetto Ave. or Park Ave.
9. During the darker periods of the year, all booths must have adequate lighting installed during setup and it must be turned on before sunset through the end of the event.
10. **Break down is NO SOONER than 8:00 PM (9:00 PM in October),** unless there is inclement weather or otherwise by prior written agreement with the AA5. All participants must clean up their own booth area and return any borrowed supplies to the Welcome Center before leaving the event.
11. **Alive After 5 is a RAIN OR SHINE event.** Please don't assume a rain shower will close the event. In our 10+ year history, AA5 has cancelled only once for a hurricane. Often times, a rain shower that appears to be in the Sanford area is miles away from Downtown and of no issue to our event. The same is true of rain showers that quickly pass through. Some of our best evenings have occurred just after a passing shower. **REFUNDS will not be provided should you choose not to attend.**

Application Procedure:

Send one completed application form to:

Historic Sanford Welcome Center, Inc.
230 East First Street, Sanford, FL 32771
Ph (407) 302-2586

or

aliveafter5sanford@gmail.com

Alive After Five - Artist Information

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____
Website _____

Category (Please check the box that applies)

- Painting Glass & Metal Watercolor Jewelry
- Clay Sculpture Photography Other _____
- I would be willing to provide a demonstration of my art during the event.

Waiver

I have read the rules governing the Alive After Five and agree to abide by them. I do hereby release and hold harmless the Alive After Five, Historic Sanford Welcome Center and the City of Sanford of and from any and all manner of actions, such as suits, damages or claims whatsoever arising from any loss or damage to my property or anyone's property in my possession or supervision.

Signature (Primary Applicant)

Print Name Clearly

Signature (Secondary Applicant)

Print Name Clearly

How did you originally hear about us? (Please check all that apply)

- Past Participant Internet (site) Other (Please Explain) _____
- Word of Mouth Magazine (name)

How long have you been a participant in Alive After 5?

- First-time 5+ times 2-4 times Years+ _____ (how many)