



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

1. Businesses and organizations must rent a 10'x10' space with 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 \$25. Vendors wishing to purchase a space day-of, without making prior confirmation and payment, will incur a \$50 fee and placement will be based on availability.
3. Alcoholic beverages may NOT be distributed unless pre-approved by the AA5 Event Manager or Historic Sanford Welcome Center Board (HSWC) and the applicant must provide a current, appropriate State of Florida liquor license. **If offering alcoholic samples, you are required to verify the legal age of any consumer and take steps to ensure that a consumer is only allowed one sample per event.**
4. Vendors may be allowed to sell merchandise at the event. There are special rules and regulations that govern this aspect of AA5, and the vendor must abide by these new rules. Please contact the AA5 Event Manager for approval.
5. Any Vendor that sells a product or service at the event that is not in compliance with the Vendor Selling rules and regulations may be asked to leave the event immediately, forfeit rental fees paid, and face possible banning from future events.
6. Vendors are **prohibited from fundraising** at the event unless approved in writing by the AA5 Management prior to the event.
7. The AA5 Event Manager and/or HSWC Board of Directors reserve the exclusive right to refuse participation to any business or organization for any reason.

8. Participants are encouraged to distribute collateral materials, samples, and information pertaining solely to the business or organization that has applied to participate. **A representative from the business must be present to oversee his/her location at all times**, and must display business materials for the duration of the event. Business contacts (i.e. solicitations) outside of your booth are strictly prohibited. **Booth sharing is strictly prohibited.**
9. 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.
10. **Set-up time is 4:00 – 4:45 PM the day of the event.** Please be prompt. Before setup, all vendors must check in at the Welcome Center at 230 E. First Street Sanford to be given their assigned booth location. While there, they can pick up their bin with lighting and/or booth supplies. **Cars wishing to unload set-up materials are not permitted access to First Street until 4:00pm.**
11. 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.
12. **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 vendors must clean up their own booth area and return all borrowed supplies to the Welcome Center before leaving the event. **A fee will be assessed for unreturned/damaged items.**
13. **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:
Application is valid for 1 year

Historic Sanford Welcome Center, Inc.
Attn: Alive After 5
230 East First Street, Sanford, FL 32771
Ph (407) 302-2586

or
aliveafter5sanford@gmail.com

I have read the rules governing the Alive After Five Event and agree to abide by them. I do hereby release and hold harmless the Alive After Five Committee, The 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 (Applicant)

Print Name Clearly

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

Past Participant

Internet (site)

Word of Mouth

Media Outlet (name)

Event Manager - Lolita Jerido

Other (Please Explain)

Alive After Five Vendor Application

Organization Name

Address

Product/Service Provided

Date of AA5 Event

Contact Name

Day Telephone

Evening Telephone

Email

Website

\$100.00 10' X 10' space, **Vendor**, which includes a table, lighting, extension cords, etc. **Bring your own chairs.** Pop-up tents are permitted provided they fit in the designated 10' x 10' space. 50% discount off vendor fee for non-profit organizations with proof of 501(c)(3) status.

\$150.00 10' X 10' **Vendor w/ Tent rental**, which includes space with tent, and supplies mentioned above. **Bring your own chairs.** There are a limited number of tents available, so please respond promptly.

Want a better DEAL? Pay for 5 consecutive months (in full) get 1 month FREE! TOTAL COST = _____

Contact the Welcome Center with any questions at aliveafter5sanford@gmail.com or (407) 302-2586.

PAYMENT INFO: Please make checks payable to: *Historic Sanford Welcome Center, Inc.* (A \$40 fee will be issued for a bounced check.) Payments can also be made with a credit card by phone to 407-302-2586 or on our website, www.historicsanfordwelcomecenter.com. **Registration and payments MUST be received no later than three (3) business days** prior to the event or your space may be re-allocated to another vendor in addition to a late fee will be assessed.

***Cancellations must be made 48 hours prior to event to apply a transfer to the following month only. Otherwise payment is forfeited.**