

August, 2018



Dear Winter Wonderland Vendor Applicant:

Thank you for your interest in the 5<sup>th</sup> Annual Westchester's Winter Wonderland. This fantastic event gives you access to thousands of participants at a prime shopping time of the year. Our marketing reaches hundreds of thousands of households. As a vendor at Winter Wonderland, you will have the benefit of a targeted audience with the desire and money to shop.

Westchester's Winter Wonderland is a reasonably-priced entertainment option for individuals and families! For just one low price per person - \$20 – guests experience:

- The Santa Experience, with no additional cost to visit and take photos with Santa. Our research shows that visiting with Santa is one of Winter Wonderland's biggest attractions. Santa's Tent will be directly next to the Dining/Vendor Tent.
- A spectacular Holiday Circus, fun for all ages! With unique performers. At least three shows per night
- Newly added Amusement Rides for the whole family
- "Rangers Town Rink" Westchester's only outdoor refrigerated ice rink, with ice skates included with admission.
- A dazzling eco-friendly LED light show featuring holiday music with customized "dancing" light displays.
- Unique local food trucks, fully enclosed bar featuring beer, wine, and spirits, and a warming tent to enjoy it all.
- A larger dining tent with a newly added Magic Show to entertain our patrons as they dine and shop. Additionally, there will be a larger attached party tent with the ability to host 4 parties per night, up to 200 additional guests!

#### NEW THIS YEAR:

Two options for becoming a vendor at Winter Wonderland.

- 1) Rent a Table in our Dining Tent for 1 night, multiple nights, or for the entire schedule;
- 2) Rent a standalone Retail Tent option in our Winter Wonderland Village.

We are limiting the number of vendors to ONLY 6 vendor tables in our Dining Tent (Nov 23-Dec 31) or 22 for vendors that want to rent their own individual tent (Nov 23-Dec 31) for the duration of the event on the grounds of Winter Wonderland. Spaces are pre-assigned based on receipt of contract on a first come, first serve basis. We will limit the number of crafters/gifts per specialty (i.e. – jewelry, ornaments, etc.). Vendors are encouraged to reserve early. All vendors will have access to electricity and table/chairs.

Your completed registration form and payment must be received by the following contract timeline.

- Vendors that would like to rent a table in the dining Tent for all days ( Nov23-Dec31) submit by September 30<sup>th</sup>.
- Vendors that want to rent a table in the dining tent for more than 4 days/multiple days but not all days, submit by Oct 14<sup>th</sup>.
- Vendors that want to rent a table in the dining tent for 1-4 days, submit by Oct 31<sup>st</sup>.

We will approve Vendor applications on a first come first served basis, however Vendors that want all or multiple dates will be approved first. We will confirm receipt of payment via email, however, space assignments and instructions will be emailed in late-November.

Of behalf of Westchester Parks Foundation, we look forward to receiving your application for Westchester's Winter Wonderland 2018. If you have any questions regarding the application process, please contact me at 914-231-4600, or email [eric@thewpf.org](mailto:eric@thewpf.org).

Regards,

Eric Harvey  
Fundraising & Business Operations

# Holiday Shopping Village Vendor Information

## LOCATION

Kensico Dam Plaza, One Bronx River Parkway, Valhalla, NY 10595

## 2018 Dates & Times: *Shaded areas indicate Festival days*

Weekdays and Sundays – 5 p.m. to 9 p.m.

Fridays and Saturdays – 5 p.m. to 10 p.m.

## Fee

Sun	Mon	Tues	Weds	Thurs	Fri	Sat
				Nov 22 Thanksgiving	Nov 23 Opening 5pm	24
25	26	27	28	29	30	Dec 1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31 New Year's Eve Fireworks Ball Drop					

## Structure

Vendor Table in our Dining Tent (ONLY 6 spaces)

See Pricing Structure Page 7

## Included:

- ♦ Approximately 6' x 8' space
- ♦ 1 110v electric outlet
- ♦ One six ft. table, 2 chairs
- ♦ Inclusion in marketing and promotional materials, website
- ♦ Overnight security

## Winter Wonderland Village

Fees are for the duration of the event. A commitment of all open dates is required. Vendor must rent a tent (details below)

→ Main Street                      \$1,200\* this space is available to be open during day time hours  
(*All visitors Enter/Exit at the main gate and must pass by "Main Street" as they arrive/leave.*)

50% due upon signing (nonrefundable)

50% due by November 17

Credit card payments only.

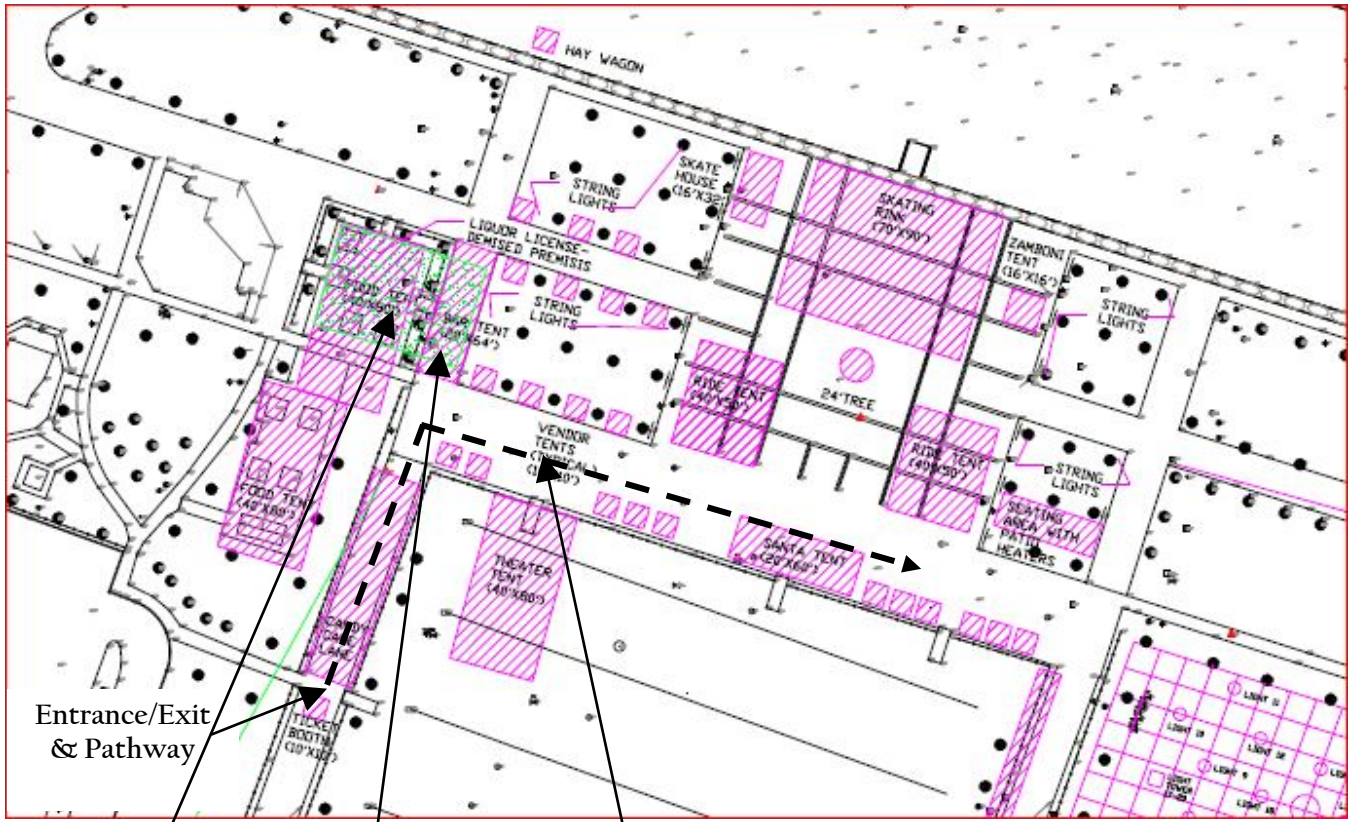
Included:

- ♦ 10' x 10' space (10' x 20' available in select locations)
- ♦ 2 electric outlets
- ♦ One six ft. table, 2 chairs
- ♦ Inclusion in marketing and promotional materials, website
- ♦ Overnight security

All other supplies or equipment (for Winter Wonderland Village), including the tent, is the responsibility of the vendor. The tent must be either a 10 x 10 or 10 x 20 covered, lockable/securable structure. It must meet fire code standards. ALL tents are subject to approval prior to use at Winter Wonderland. Westchester Parks Foundation works exclusively with Party Line Tent Rentals, to rent your tent for the event. Contact Party Line at 914-592-1200.

Space assignment is at the discretion of Westchester Parks Foundation

Winter Wonderland Map:  
Vendor Spaces



Retail/Dining Tent

Santa Tent

Main Street – all 24 days (\$1,200)

VENDOR REGISTRATION ACCEPTANCE

Once your application, has been received, it will be reviewed to approve the products you wish to sell. Upon approval, the required insurance (if applicable) and payments are due.

## Westchester Winter Wonderland 2018 Vendor Booth Rules

- ◆ Event managers reserve the right to audit all items on display and may request the removal of work or items which, in the sole judgment of the event managers, is deemed inappropriate or unacceptable. Failure to comply will result in the removal of an exhibitor from the event.
- ◆ Vendors are limited to selling the products from their approved list on their acceptance contract. If you would like to add to your list of items, you must contact Westchester Parks Foundation for approval.
- ◆ Westchester Parks Foundation reserves the right to prohibit a vendor from selling a product if we feel it is competing with the principle seller of that item.
- ◆ All exhibits must be open for business during exhibit hours and no dismantling or packing may be started before the official close of the event.
- ◆ All vendors are responsible for their own NY Sales Tax number. All permits, licenses, etc listed below must also be provided to WPF with your application.
- ◆ Exhibitors may not share booth space with another exhibitor unless such a request is made in advance.
- ◆ Your total exhibit must fit within 6' X 8' space or a 10'x'10' tent (or, 10' x 20' if previously arranged). No displays will be allowed in pathways. Tables must be covered and all boxes and packing materials stored out of sight.
- ◆ Vendors are responsible for keeping their areas neat, clean and hazard free.
- ◆ Booths must be manned by persons 18 or older. Children must be supervised at all times.
- ◆ **NO STERNO OR OPEN FLAMES ALLOWED!**

### State and Local Regulations

- ◆ The vendor shall comply with all federal, state and local laws, rules and regulations, and all Westchester County Executive Orders and Westchester County Parks, rules and regulations, including this set of guidelines, and all amendments and additions thereto.
- ◆ The vendor shall comply with the county's prohibition of Styrofoam disposable products. This includes but is not limited to, disposable cups, plates and "clamshell" boxes. Additionally, pursuant to the Westchester County Sanitary Code, vendors must comply with the prohibition of the use of cooking oils that contain trans-fats.
- ◆ Vendors selling taxable items must display a valid NYS Certificate of Authority.
- ◆ Vendors selling nursery and greenhouse crops, must display a valid NYS nursery license.
- ◆ Vendors selling processed foods, prepared foods, and other perishable items shall do so in compliance with requirements of the Westchester County Health Department and the Department of Agriculture and Markets.
- ◆ Vendors selling wine, must display a valid NYS Winery license. Annual tasting Permit is issued by the NYS Department of Agriculture and Markets and No Fee Permit, from the State Liquor Authority.
- ◆ Vendors selling by weight must have scales approved by the County Department of Weights and Measures.
- ◆ Vendors selling by volume must use standard size containers such as pint, quart, cup, etc.
- ◆ Vendors selling organic produce must have signage at the stand reflecting organic certification. Certification must be attached to the registration application.

### On Site Expectations

- ♦ Vendors must be open and ready to serve the public by 5 p.m. on each day of the Winter Wonderland program. You are required to remain open until the official closing time for each day, or later if hours are extended. Load in and load out is to be scheduled with the designated event manager and at no time will vehicles be allowed onto the plaza during show times. There are a limited number of flatbed dollies available on a first come first served basis. Each vendor is responsible for the attractive display of their products and to keep the inside of their spaces in a neat, clean and safe disposition. Westchester Parks Foundation does not provide point of sale access. There is public Wi-Fi available at the park, but it is not recommended for business use due to delayed times and voluminous public users. Vendors should use a point of sale system that works best for them. Cellular service is adequate at the park but you may need a hot spot to insure constant connection.

### Insurance (food vendors only)

- ♦ “Westchester Parks Foundation, Inc. – 155 Lafayette Ave, White Plains, NY 10603 AND County of Westchester – 450 Saw Mill River Rd, Ardsley, NY 10502” must be listed as the certificate holder. In the description box, the text must read “The certificate holder is listed as additionally insured for Westchester’s Winter Wonderland, November 23, 2018 through December 31, 2018. Coverage must include at minimum, one million dollars general liability coverage.

*Westchester Parks Foundation engages the public to advocate for and invest in the preservation, conservation, use, and enjoyment of the 18,000 acres of parks, trails, and open spaces within the Westchester County Parks system.*



OFFICE USE ONLY

Space # \_\_\_\_\_ Check # \_\_\_\_\_

Amt. \$ \_\_\_\_\_ Dates \_\_\_\_\_

Table(s) \_\_\_\_\_

## Holiday Shopping Vendor Application

### Contact Information

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email address: \_\_\_\_\_ Website: \_\_\_\_\_

### Vendor Type

List all products you are interested in selling: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

List products you will be sampling: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tax ID Number: \_\_\_\_\_

Home Processor Certificate:  Yes  No

Will you need electric?  Yes  No

Special Requests: \_\_\_\_\_

No. of Spaces: \_\_\_\_\_

*Over for payment information*

Vendor Table Pricing - Dates Requested (Nov 23 -Dec 23)

Single Daily Rate:

- Mon/Tues/Wed/Thurs.: \$150 per Day
- Friday: \$200 per Day
- Saturday/Sunday: \$250 per Day

Discounted Table Pricing for Multiple Days:

- Friday/Saturday/Sunday: \$500 per weekend = \$167 per day discount rate = \$200 Savings!
- Book all 6 weekends and save MORE! only \$2,500! \$417 per weekend - \$139 per day discount rate = \$500 Savings off our regular Daily Weekend Rate!
- Book all weekdays and save MORE! Only \$1200! \$120 per day discount rate = \$300 Savings off our Daily Weekday Rate!
- Book all Weekend and Weekdays and pay \$3700.00!!!

Each spot will get 1 six-foot table, 2 chairs and 2 outlets (120v) in our Dining Tent.

- Date Selected: \_\_\_\_\_
- Multiple Dates Selected: \_\_\_\_\_
- All Dates Selected: \_\_\_\_\_

Winter Wonderland Village November 24 – December 31 (all 27 dates):

- Main Street \$1,200 (+ must rent tent from Party Line)

METHOD OF PAYMENT       Visa    MasterCard    American Express

Amount Enclosed: \$ \_\_\_\_\_  
*Non refundable unless application is denied*

CREDIT CARD NO. \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

I understand that the Westchester Parks Foundation and the Westchester County Department of Parks and Recreation are not responsible for loss, damage, or personal injury due to my participation at Winter Wonderland Vendor Event. . I have read the Winter Wonderland 2017 Vendor Booth Rules and will comply with them.

Accepted:

Westchester Parks Foundation:

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Mail Application and Payment to:

Westchester Parks Foundation, Inc.  
155 Lafayette Avenue  
N. White Plains, NY 10603  
914-231-4600

You will be contacted once your application has been approved.  
www.theWPF.org  
WWinterWonderland.com

**Winter Wonderland Vendor Tent Rental Information**  
(Applicable to Winter Wonderland Village Only – Not needed for Dining Tent Vendors)

The tent must be either a 10 x 10 or 10 x 20 covered, lockable/securable structure. It must meet fire code standards. ALL tents are subject to approval prior to use at Winter Wonderland. Westchester Parks Foundation works exclusively with Party Line Tent Rentals, should you need to rent a tent for the event. Contact Party Line at 914-592-1200.

**10' x 10' Vender Tent \$1,695.00**

- 1 - 10' x 10' High Peak Tent
- 2 - 8' x 10' Window Sides - Side Walls
- 1 - 8' x 10' Solid Side - Back Wall
- 1 - Double Door w/Locking Bar
- 1 - Flood Light
- 1 - Heater\*
- 1 - Tent Ballast Kit

**10' x 20' Vender Tent \$2,095.00**

- 1 - 10' x 20' Frame Tent
- 2 - 8' x 20' Window Sides - Side Walls
- 1 - 8' x 10' Solid Side - Back Wall
- 1 - Double Door w/Locking Bar
- 1 - Flood Light
- 1 - Heater\*
- 1 - Tent Ballast Kit

Price Includes Installation, Removal and Rental for the duration of Winter Wonderland  
All Side Wall secured on bottom (winter kit)

\* Propane to be billed accordingly usage and at market price.  
-> Heater supplied burns approximately 4# of propane per hour - please keep in mind all heaters are supplied with a thermostat. The heater normally cycles on and off using less fuel per hour.

At this Time Propane Pricing is:

- 40# \$ 29.80 (Approx. run time: 10 Hours of continuous use)
- 60# \$ 44.70 (Approx. run time: 15 Hours of continuous use)
- 100# \$ 74.50 (Approx. run time: 25 Hours of continuous use)

**Optional Items:**

- |                      |  |
|----------------------|--|
| Ultra-Deck Sub-Floor | \$150 for 10' x 10' - \$300 for 10' x 20' Tent                             |
| Astro Turf           | \$100 for 10' x 10' - \$200 for 10' x 20' Tent (Sub-Flooring Must Be Used) |

Payment is required in full before delivery. **\$300.00 Security / Propane Deposit Required**  
All prices do not include sales tax.

Contact:  
**Kenny Puff,**  
[Party Line Tent Rentals](http://PartyLineTentRentals.com) | 914-592-1200