



October 10, 2021
Clifton Day www.cliftonday.com

TOWN BUSINESS EXHIBITOR INFORMATION

Thank you for your interest in the participating in the Clifton Day Festival. Please read this Exhibitor Information Sheet carefully and complete the enclosed Application. Please note that this is not a sponsorship opportunity and exhibitors will not receive the benefits that come with sponsorships.

Clifton Day is an Arts and Crafts event held on the Sunday before Columbus Day in October. Its primary purpose is as a fund raiser for the non-profits in and around Clifton including the Clifton Presbyterian Church, Acacia Lodge, Clifton Lions Club, Girls Scouts, Boy Scouts, Cub Scouts, Northern Virginia Therapeutic Riding Association, and Clifton Betterment Association (CBA) etc. The CBA is the host of this event and provides the seed money and resources for planning and executing this event. It is an all-volunteer event and all proceeds go to the above organizations. The event completely shuts down the town to through-traffic on this one day and vendors purchase 10x10 spaces along the sides of the roads and in the parking lots. The vendor application fees and the sponsorships are the primary source of income to the CBA to recoup the costs of hosting the event. Many of the local businesses open on Clifton Day to take advantage of the 10,000 to 15,000 patrons that the event brings to town.

The CBA hopes to provide the local businesses equitable access to the event. For those Clifton businesses that have **a storefront on one of the streets used for Clifton Day**, they may apply for one free 10x10 space **near** their storefront for their business use. If the business does not have **a storefront on one of the streets used for Clifton Day**, the businesses may apply for spaces at \$50 per space. Businesses can **request** additional spaces at a cost of \$50 per space. **Spaces may not be sold, shared with or provided to a third party.** A maximum of 3 total spaces may be requested but are **not guaranteed** due to space limitations. Clifton business owners that have more than one business or storefront on one of the streets used by Clifton Day are only entitled to one free 10x10 space. **Please note that we may not be able to fulfill all the requests for additional spaces and spaces may not be directly in front of the business. For Main Street storefronts: Spaces on Main Street are extremely limited and ONLY ONE space on Main Street per business will be available.** Additional 10x10 spaces may be rented on Main Street at the current commercial rate if available (\$500 per commercial space). Please note: Checks will not be deposited until after applications are opened in August!!

EVENT DATE Sunday, October 10, 2021 (always the Sunday of Columbus Day weekend) NO RAIN DATE

HOURS Official show time is 9 a.m. to 5 p.m., or until streets are cleared of patrons. No set-up or break-down between these hours. No vehicles have access to the town after 8 a.m.

SPACES Space sizes vary but will be no less than 10x10 ft. on streets and in parking lots. We have no indoor spaces. Each exhibitor is required to furnish their complete display. No electrical hookups are available. Only 10x10 ft tents are allowed.

UNLOADING AND SETUP There is no check-in process. Exhibitor spaces will be pre-assigned and a map will be mailed to each exhibitor with space number(s) and map of Clifton Day.

PARKING Parking is not permitted in show spaces. Please follow the instructions of Clifton Day staff and park where directed before 8 am. You may request staff parking passes but please do so **only if necessary** since these will be in lots manned by the Boy Scouts, PTA or a church group. Note that the Boy Scout parking lot on Wiltonshire closes at 5pm. These passes will reduce the revenue made by the non-profits. **We need parking for paying customers!**

NOTICE OF FILMING AND PHOTOGRAPHY. By attending Clifton Day, you are entering an area where photography, audio, and video recording may occur. You also waive any right to inspect or approve any photo, video, or audio recording taken by Clifton Day staff.

CLIFTON DAY BOOTH FEE \$50 per 10x10 space. One space is free for businesses with a storefront on a street being used.

DEADLINES

July 19 – Applications are due. Include payment (if applicable).

Sept 3 – Deadline to cancel and receive a refund of application fee.

APPLICATION

Mail your application, including your check made payable to **Clifton Betterment Association** (if applicable) to:
Clifton Day Coordinator PO Box 94 Clifton VA 20124

STILL HAVE QUESTIONS? Call 703-539-8000 or info@cliftonvirginia.org



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**TOWN BUSINESS EXHIBITOR
APPLICATION**

NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

PHONE (Cell) _____ (Other) _____

EMAIL: _____

VENDOR SPACES:

Number of spaces requested: _____

TOTAL FEE \$ _____

Number of Staff Parking Passes Requested:

_____ Inside town (staff that will arrive before 8 and stay until close at 5 pm, vehicle will not leave during day)

_____ Parking Lots (outer lots that can be accessed after 8 and vehicle can leave during the day)

You may request staff parking passes but please do so only if necessary since these will be in lots manned by the Boy Scouts, PTA or a church group. These passes will reduce the revenue made by the non-profits. **Remember we need parking for paying customers!**

VENDOR RESPONSIBILITY: Each vendor is fully responsible for their own property, including loss by breakage, theft, fire, rain, or any other cause of damage to inventory or self. Vendors are responsible for any insurance they deem necessary. By signing this application, the vendor hereby expressly releases the Clifton Betterment Association and the Town of Clifton from any and all liability for damage, loss, or injury to any person or goods from any cause whatsoever. The Clifton Betterment Association and the Town of Clifton assume no responsibility or liability for fire, theft, rain, or other loss or damage or for injuries to person or property. By attending Clifton Day, you are entering an area where photography, audio, and video recording may occur. You also waive any right to inspect or approve any photo, video, or audio recording taken by Clifton Day staff. *No ready-to-eat food or drink items can be sold without prior coordination with Clifton Day Food Vendor Coordinator. Absolutely no alcoholic beverages will be allowed without permission from the CBA and ABC licensing.*

Mail the following:

1. Completed application form.
2. Check payable to Clifton Betterment Association (as applicable).

**CBA Clifton Day Coordinator
PO Box 94 Clifton, VA 20124**

I agree to the terms and conditions set forth in this application for Clifton Day:

Signature _____