



## VENDOR GUIDELINES & APPLICATION AGREEMENT

Light Up Downtown is a free, family-friendly event held in Downtown North Wilkesboro on the Friday before Thanksgiving each year. The event is organized by the Downtown North Wilkesboro Partnership (DNWP). Light Up Downtown will be held on Friday, November 17th, 2023, FROM 6:00 to 9:00 PM and will feature a lighting ceremony, shopping with our downtown merchants, food and craft vendors, performances, and activities for all ages.

The DNWP welcomes vendors to apply to showcase their products or services to a large audience of potential customers. The event attracts thousands each year, making it a great opportunity to generate business, connect with the local community, increase exposure to potential customers, and build brand awareness.

Vendors will be reviewed for acceptance based on their product offerings, space availability, and **application completion**. Application review will begin on September 15th. Fees must be paid in full within one week of notification of acceptance (fees are due at the time of application for those applications submitted after October 16th). Additional logistics and event details will be provided to accepted vendors prior to the Light Up Downtown event. All vendors are advised to keep a copy of these guidelines for their own records. The DNWP reserves the right to modify the terms of the vendor application at its sole discretion.

	Early Bird (8/14-9/14)	Standard (9/15-10/15)	Late (10/16-11/3)
Business	\$50	\$60	\$100
Non-Profit	\$20	\$25	\$50
Payments due within 7 days of receiving acceptance notice.			Payments due at time of application.

This document outlines the terms and conditions for vendors who wish to participate in the Light Up Downtown event. Submitting this application conveys agreement with all procedures and guidelines set forth by the DNWP.

- Light Up Downtown, and all participants will follow the State of North Carolina, Wilkes County, Town of North Wilkesboro, and federal guidelines regarding public and health concerns. All vendors must follow the guidelines required at the time of the festival. Participants not following the guidelines risk being dismissed from the festival and risk admission into future festivals.
- This event is held rain or shine. Should an act of God, pandemic, or other events beyond the control of the festival planners cause a cancellation, vendor fees will carry forward to the next year's festival at a prorated amount.
- No assurances can be made about crowd size, weather, or any other potential disaster; therefore, no refunds will be given.
- Booth space is simply that – space. The standard booth space is 12 feet wide and 12 feet deep. This easily allows for a 10 x 10 ft pop-up tent.
- Vendors must provide their own equipment as needed to properly provide the items/services indicated on the application. Such as the following: tent, tent weights, lighting, extension/drop cords, trashbags, tables, chairs, and displays.
- Vendors must dispose of their own trash, waste, grease, and grey water. No dumping or using trash cans or storm drains for disposal. The Town of North Wilkesboro provides large receptacles throughout the festival. This is for attendee trash.
- Vendors are ONLY allowed to sell those items specified in his/her application and agreement form. The selling of items not listed in the application agreement may result in forfeiture of the registration fee and closure of the booth. All free giveaways must be listed on the application agreement for approval.
- Sidewalks may not be used as storage as many downtown businesses are open, and pedestrian walkways must be clear.
- Music, sound, shouting, or sales “barking” is discouraged and may not interfere with a neighboring vendor's operations.
- Vendors must provide an NC Sales Tax Number on their application and agree to collect proper sales tax. Vendors are responsible for collecting and remitting sales tax related to their sales.
- Vendors are responsible for their own insurance. The event, coordinators and Town of North Wilkesboro will not be held liable for any damages to vendors, their merchandise, equipment, or those shopping at their booth.
- Booth assignment locations are determined by the Director and are not flexible. Some placements repeat year-to-year, and others are new placements to accommodate circumstances such as utilities.
- All types of vendors, non-profit organizations, educational groups, food vendors, faith-based organizations, commercial vendors, political organizations, and sponsors, are mixed throughout the festival. Neighboring vendors may be similar or different from your type of vending.

- It is the right of the DNWP to determine if the services provided by the vendor reflect the original intention of the event and add to the overall quality of the festival.
- Food vendors are invited to serve a full menu. However, all items sold (including drinks, water, chips, cookies, etc.) must be listed on your application for approval. During the review process, applications will be reviewed to minimize duplicate items to be courteous to other vendors and downtown merchants. Popular items including, but not limited to, hotdogs, burgers, nachos, popcorn, funnel cakes, cotton candy, snow cones, and ice cream may be sold by no more than 5 vendors. All food vendors will be allowed to sell items such as baked goods (cake, cookies, brownies, etc.), chips, and drinks. More specialized food items may be limited to one vendor.
- Service time is 6:00 PM to 9:00 PM - NO EXCEPTIONS. If a vendor sells out prior to 9:00 PM, they are permitted to clean up and pack up in place. No vehicles will be permitted to enter until after 9 PM, or all event attendees are cleared out.
- Vendor setup must be completed by 5:30 PM. Vehicles must be removed from vendor spaces by 5:00 PM. Set-up instructions and parking details will be conveyed upon approval of road closure to accepted vendors prior to the event.
- If serving food and cooking with grease or oil or frying any type of food, food vendors must provide an appropriate fire extinguisher inside their booth/truck/trailer at all times. Class K Fire Extinguisher for grease/cooking oils and Class ABC Fire Extinguisher for all other potential flammable items. Each fire extinguisher will need to be tagged as serviced within the last year.
- Vendors are required to provide their own power via generator if they require electricity for more than one of the following: a microwave, coffee pot, heater, percolator,
- No electricity will be available until after the lighting ceremony at 6:15!
- Food vendors agree to comply with all Wilkes County Health Department requirements.
- Prior to the festival, vendors will receive their assigned booth space, a map of the event, parking instructions, and other important information.
- No vehicles will be allowed to remain in the vendor area, with the exception of food trucks.

**LIGHT UP DOWNTOWN 2023  
VENDOR APPLICATION AGREEMENT**

Name of Organization/Business: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

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

Website: \_\_\_\_\_ Social Media: \_\_\_\_\_

**Please list ALL items and prices of items that you will be selling or giving away:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Additional information: \_\_\_\_\_

Do you need electrical power? \_\_\_\_\_ (Limited 110v spaces available. Must provide your own power strip and heavy-duty drop cords; 150' to 300' length recommended. Power available AFTER 6:15 pm lighting ceremony.)

Number of 12' x 12' booth spaces needed: \_\_\_\_\_

\_\_\_ Yes, I would like to receive additional information about sponsorship and advertising/promotional opportunities for my business or organization surrounding Light Up Downtown.

Non-Profit EIN: \_\_\_\_\_

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

\*Please include your Certificate of Registration from the NC Department of Revenue with this application. This is a legal requirement for event hosts and attendees. Applications without tax ID/registration numbers will not be considered. [Learn more about Business Registration here.](#)

Food vendors - please provide a copy of your Wilkes County Health Permit OR a letter/statement of exemption from permit requirements from the Wilkes County Health Department.

Select a booth type:

- Non-Profit
- Business/Commercial Vendor
- Food Vendor
- Craft Vendor
- Activity Vendor
- Downtown Merchant

By signing this agreement, in addition to the guidelines provided above and in any subsequent communications with the Downtown North Wilkesboro Partnership regarding the Light Up Downtown event, I agree to assume all liability for any and all claims, demands, losses, damages, costs, and expenses (including reasonable attorneys' fees) arising out of or in connection with my participation in the Light Up Downtown Event on November 17th, 2023 in Downtown North Wilkesboro, North Carolina. I understand that liability includes, but is not limited to, liability for personal injury, property damage, and death. I also understand that this liability is not limited to my own acts or omissions but also includes the acts or omissions of my employees, agents, and/or volunteers. I agree to indemnify and hold harmless the Downtown North Wilkesboro Partnership, the Town of North Wilkesboro, their officers, directors, employees, agents, and volunteers from any and all claims, demands, losses, damages, costs, and expenses arising out of or in connection with my participation in the Light Up Downtown event. By submitting this application, I am indicating that I have read and understand the terms and requirements of and will abide by the Vendor Guidelines and Application Agreement set forth in this document if accepted to participate in Light Up Downtown. I understand that once accepted to participate in Light Up Downtown, my booth fee is non-refundable.

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

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

Please return the completed application via:

- Mail: Downtown North Wilkesboro Partnership, PO Box 1703, North Wilkesboro, NC 28659
- In Person: Town Hall Front Desk 832 Main Street, North Wilkesboro, NC 28659
- Email: Email the application to [downtownnorthwilkesboronc@gmail.com](mailto:downtownnorthwilkesboronc@gmail.com) with the subject line LIGHT UP APPLICATION

Once accepted, vendor fees can be paid via Cash, Check, or PayPal. All fees paid are non-refundable upon acceptance. There will be a fee of \$25 for all returned checks. PayPal processing fees are to be paid by the vendor.

Please contact Taylor Gann at 336-667-7129 ext 3021 with any questions.