



7th Street LIVE Vendor Packet

3rd Annual 7th Street LIVE

Dear Vendors, business owners, growers, makers and artists:

WEQY 104.7 FM is excited to extend an invitation for you to join us at the 3rd Annual 7th Street LIVE festival. With non-stop dance and musical performances, East Side restaurants serving food from around the world, both business and community attendees shared the same sentiment: “7th Street LIVE” is like nothing we’ve ever had on the East Side.”

We welcome small to large businesses, artists of all kinds, nonprofit organizations and community groups to participate in this celebration. Although we are expanding for additional vendors and activities, spots will go fast, so please return your completed registration and vendor fee as soon as possible.

7th Street LIVE will take place on Saturday, August 26, 2017 and begin promptly at 12pm. It will remain in the heart of our Dayton’s Bluff business district, on E. 7th Street between Minnehaha and Forest, with a huge expansion into the adjacent lot.

Event packets and marketing materials for vendors will be available for pick-up at The East Side Enterprise Center, (804 Margaret Street, 55106) by June 1, 2017.

Join us in a celebration of growth and successes of the entire East Side at this year’s 7th Street LIVE!

Sincerely,

Mary Anne Quiroz
7th Street LIVE Coordinator & Cultural Arts Director
804 Margaret Street
Saint Paul, MN 55106
maryanne@daytonsbuff.org
(651) 366.0006 (mobile)
(651) 772.2075 (office)



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EVENT PROFILE

Anticipated Attendance: 6,000 +

Date & Time: Saturday, August 26th, 12-6 pm

Location: 895 E. 7th Street, 55106

Promotional Plan

500+ posters delivered to businesses, schools, and libraries in St. Paul

20,000 postcards distributed at businesses, events, schools, and libraries

E-flyer distributed across multiple local newsletters reaching over 5,000 subscribers

Media Releases

Website information

Radio broadcasts

Social Media campaign

About 7th Street Live

7th Street LIVE is an event that uses cultural art and music to create intentional spaces for community-building. It supports local artists and local businesses, engages community, and connects people to valuable resources. Attendees can sample foods from around the world from our local restaurants, find valuable resources to help them start their business, sign up their kids for sports programs, and take pride in their diverse and thriving East Side neighborhood. With non-stop entertainment, youth activities, and the best food St. Paul has to offer, 7th Street LIVE is a celebration of community. Hosted by WEQY 104.7 FM, join us and our amazing DJs for a huge party in the streets!



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APPLICATION

Thank you for participating in 7th Street LIVE!

To guarantee a space, please submit your application by **July 1, 2017**

Event location: 800th Block of East 7th Street (Between Minnehaha and Forest)

Date: Saturday, August 26th, 12:00 pm – 6:00 pm

Business/Organization/Artist Name: _____

Contact name: _____

Phone: _____ **Email:** _____

Address: _____

Facebook: _____ **Twitter:** @ _____

Items to be sold/given away:

Check all the categories that describe your sales:

___ Marketing materials ___ Pre-packaged food ___ Arts, crafts, jewelry ___ Produce/plants

___ Other Please list: _____

Payment information:

___ I have enclosed a check made payable to **Dayton's Bluff Community Council**
(804 Margaret St., St Paul, MN 55106)

Registration Fee:

Nonprofit/Artist: \$100 **Business/Political:** \$150 **Late fee:** \$50 **Easy set-up add:** \$130

PLEASE CHECK ONE BOX:

- Regular set-up:** You are permitted, and will bring, (1) 10 x 10' tent, an 8ft table, and 2 chairs to the event.

-OR-

- Easy set-up:** For your convenience we are happy to provide, set up and tear down a 10 X 10' tent, 8ft table, and 2 chairs before and after the event. Just bring yourself and your materials. *A service charge of \$130 will be added on to your registration fee.*



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APPLICATION

- The Applicant understands that this Agreement is binding on all officers, members, agents or employees of the individual, organization, agency or business named above and that said individual, organization, agency or business is aware of and will abide by all stated and implied 7th Street LIVE policies and agree to follow the instructions of the officers, directors, coordinators, agents and volunteers of 7th Street LIVE.
 - With the exception of Federal, State, County & Local law enforcement officers, no participants will be allowed to carry or possess any firearms.
- Children (under 12) must be adequately supervised for the entirety of the event.
 - The Applicant understands that vendor fees are non-transferable and no vendor space may be reassigned or otherwise transferred to an alternate party.
- 7th Street LIVE is a rain or shine event and parade fees will not be refunded if event is canceled due to dangerous or severe weather or any other acts of God.
 - Signing of this Agreement also affirms that acceptance as a 7th Street LIVE participant, however, does not imply an endorsement by or affiliation with WEQY 104.7 FM.
- All sales, outreach, and activities must be performed in your reserved space.
 - Vendors are not permitted to have amplified sound at their booths without expressed permission from a 7th Street LIVE Coordinator.
- Applicant may not use 7th Street LIVE or WEQY 104.7 FM name, logos, trademarks and/or copyrighted materials without the expressed written permission of WEQY 104.7 FM. *Resolution should be no less than 300 dpi.*
 - The individual signing on behalf of the individual, organization, agency or business named in the attached Application has read, clearly understood and agrees to the terms contained in this Agreement as well as the Application and Guidelines.
- By initialing below, I hereby declare that all information provided on this Agreement and Application by me is true, correct and complete.
 - Failure to initial below will result in your application being rejected. Sign below to indicate your agreement to the terms & conditions listed above. FAILURE TO AGREE TO THESE TERMS & CONDITIONS WILL RESULT IN YOUR APPLICATION NOT BEING ACCEPTED.

Signature:

Initials:

Dated:
