



**Alton Main Street**

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## **Vendor & Activity Information for Downtown Alton Block Parties**

Dear Vendor or Non-Profit Group,

Alton Main Street is sponsoring this year's summer Block Parties, and we are seeking food & merchandise vendors as well as family activities that would complement these popular events and complete the festival experience for attendees. We will be generating media coverage as well as placing paid advertising, so we expect to draw a large crowd!

For a \$25 fee, your business will be welcome to set up in a 10'x10' vendor space to sell merchandise. Local non-profits may set up an informational or fundraising booth for no charge, as long as you provide an activity. (Things for older children and teens to do are especially needed!) A small number of food vendors will be accepted for a \$100 fee. Please note that food vendors will need to bring a K-grade fire extinguisher & any tents used must be flame retardant per the Alton Fire Department.

Vendors and exhibitors will be responsible for bringing all of their own tents, tables, chairs, extension cords, etc. Please note that because vendors will be set up on City streets, you will not be able to stake your tent; please bring sandbags or water weights if needed.

The hours of the event will be 4-10pm, with family activities and entertainment from 4-7pm and live music on the main stage from 7-10pm. The street will be closed to traffic starting at 2pm, so please arrive no earlier than 2:15 to set up and plan to be open for business by 4pm. We ask that you commit to staying until 7pm, but you are more than welcome to remain set up until 10pm if you choose.

There will be three events this year, held on the 3<sup>rd</sup> Saturday of June, July & August. Since space is limited, preference will be given to vendor and activity booths that reflect the theme of the event.

**June 15<sup>th</sup>** will be themed "Downtown Drive-In" – featuring 50's & 60's Rock music from Butch Wax & the Hollywoods

- We are especially looking for 50's or auto themed merchandise and activities
- The All-Wheels Drive-In Car Show will follow on Sunday, June 16<sup>th</sup> (Father's Day) \*vendors wanted!

**July 20<sup>th</sup>** will be themed "The BIG GIG Local Music Show" – featuring six local original bands chosen by a selection committee.

- We are especially looking for locally-made merchandise and for local charities to join us
- The band that brings the most fans to the Block Party will win the opportunity to perform an opening set for Leftover Salmon, a nationally touring jamband from Boulder, CO at Riverfront Amphitheater on Friday, August 9<sup>th</sup> \*vendors wanted!

**August 17<sup>th</sup>** will be themed "Have a Nice Day" – featuring Jake's Leg, a band that has been interpreting the music of the Grateful Dead for over 35 years!

- We are especially looking for 60's & 70's or music themed merchandise and activities
- Join in the "flower power costume contest", enjoy hula hoop demonstrations and much more!

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*Alton Main Street – engaging our community in the continued renewal of our historic downtown district and Mississippi River heritage by cultivating an attractive center of economic and social activity.*



## Downtown Alton Block Parties Vendor Registration Form

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

Type of Service or Goods (*food vendors, please provide a list of all menu items*): \_\_\_\_\_

If your booth supports the event theme, please describe: \_\_\_\_\_

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

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

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

Please check which event(s) you are applying for:

- June 15<sup>th</sup>** - Downtown Drive-In
- July 20<sup>th</sup>** - The BIG GIG Local Music Show
- August 17<sup>th</sup>** - Have a Nice Day

Please check which category your booth falls under:

- Merchandise Vendor** (\$25)
- Food Vendor** (\$100)
- Non-Profit** (free with activity)

Please check here if you require a power source, limited 110 electrical outlets are available for an additional \$5 fee

**To reserve your space, please send the registration form below along with a check payable to:  
Alton Main Street (Attn: Block Parties) 200 W. 3rd Street – Suite 100 Alton, IL 62002**

**PLEASE MAKE A COPY OF THIS FORM FOR YOUR RECORDS!  
DEADLINE FOR ENTRIES IS THE FRIDAY PRIOR TO THE WEEK OF EACH EVENT**

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We would appreciate your help with spreading the word in order to make the events a great success; please promote the event on: [www.facebook.com/AltonMainStreet](http://www.facebook.com/AltonMainStreet)  
And visit our new & improved website: [www.DowntownAlton.com](http://www.DowntownAlton.com),  
where flyers for most events can be downloaded.

For more information, please email [sara@altonmainstreet.org](mailto:sara@altonmainstreet.org) or call 618-463-1016  
Thank you very much for your consideration; we look forward to hearing from you soon.

Sara McGibany – Executive Director, Alton Main Street

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