

VENDOR



Winterfest 2023
SEAS AND GREETINGS

BECOME A WINTERFEST VENDOR

RIVERSIDE THEATRE MISSION STATEMENT

Riverside Theatre, Inc. is committed to providing a total theatre arts experience that entertains, challenges, and educates both adults and children.

- Producing quality works from Broadway, Off-Broadway, and Regional Theatres with an emphasis on high production values
- Providing the community with a broad range of educational opportunities that will develop and cultivate artists and audiences, while building skills
- Creating a nurturing and collaborative environment for all artists, educators, parents, students, and staff

WHAT IS WINTERFEST?

Winterfest is the rebranded, signature fundraising event for Riverside Theatre's educational programs, formally known as Festival of Trees.

Considered Vero Beach's premier holiday event, this festival transforms Riverside's campus into a holiday wonderland filled with beautifully decorated trees, centerpieces, wreaths, vendor booths, arts and crafts, live performances, and even an "ice" skating rink!



WINTERFEST BY THE NUMBERS

489

Gala Attendees

- VIP
- High Net Worth
- Community Leaders
- Young Professionals
- Business Owners

4,024

Weekend Attendees

- The Community at Large
- Families
- Auction Bidders
- Designers

COMMUNITY IMPACT

\$45,000

Given to students in need as part of the Tuition Assistance Program.

\$600

For every \$600 raised, a child with financial need is able to attend Riverside Theatre Education programs for a full year.

VENDOR RESPONSIBILITIES

- Provide enough merchandise to meet public demand throughout the event
- Provide adequate staffing of booth for all Festival dates
- Provide adequate staffing for setup and breakdown
- Vendors are responsible for filing own sales tax at the conclusion of the event

PROVIDED TO THE VENDOR

- Company's listing with merchandise description in the Festival event program
- Six general admission tickets to the Festival
- 1 - 8' table
- 2 chairs
- Overnight security
- 10' x 10' Tent

COST OF PARTICIPATION

Vendor booths are \$450. To secure your reservation, a deposit of 50% (\$225) of total payment is due by August 18 and non-refundable after October 27. Final payment of 50% is due by November 27.

Booths will be placed at the discretion of the Theatre's event team; anticipated locations are outside in The Loop. Tables and location will be assigned as deposits are received and based on any special needs.

PROMOTING

We encourage you to help us spread the word about the Festival and your involvement!

- **Talk up your Booth** - the more people that know about your booth, the better possibility for more sales.
- **Talk up the Event** - event visitors come from anywhere, so talk about the Festival everywhere you go.
- Share the event and tag Riverside Theatre on **social media**. **#RTWINTERFEST**

HOLD HARMLESS AGREEMENT

The Vendor shall assume all risk with respect to their merchandise, all expenses related to transportation, packing, unpacking, display, and sale of Vendor's merchandise, and any insurance thereon desired by the Vendor shall be borne by the Vendor. The Vendor shall be responsible for liability insurance and assumes all responsibility for any injuries or damages that are sustained or incurred by virtue of their display and sale of goods at Winterfest. Further, each Vendor shall indemnify and hold harmless the Riverside Theatre from any and all injuries or damages, including all attorney's fees that are sustained or incurred by virtue of the aforesaid.

Vendors must bring and set up their merchandise on Wednesday, November 29 between the hours of 9:00 am - 5:00 pm. Breakdown will start at the conclusion of the event at approximately 4:00 pm on Sunday, December 3, and must conclude by 9:00 pm. All merchandise and vehicles must be removed on the day of the event's conclusion.

Vendor is responsible for maintaining an adequate amount of merchandise for the duration of the event. Vendor must maintain and man the booth from the start of the event until the conclusion. Riverside Theatre is not responsible for any theft, breakage, or other loss of merchandise during the event.

Failure to comply with any covenants or agreements contained herein may result in the Vendor's ineligibility for future event participation.

IMPORTANT DATES

VENDOR SETUP

Wednesday, November 29
9:00 am - 5:00 pm

SILVER BELLS PREVIEW

A Festival preview to those in assisted living facilities or who otherwise need extra time and space to experience the Festival.

Friday, December 1
10:00 am - 2:00 pm

FESTIVAL OPEN TO PUBLIC

Friday, December 1
5:30 pm - 9:00 pm

Saturday, December 2
10:00 am - 9:00 pm

Sunday, December 3
10:00 am - 4:00 pm

VENDOR BREAKDOWN

Sunday, December 3
4:00 pm - 9:00 pm



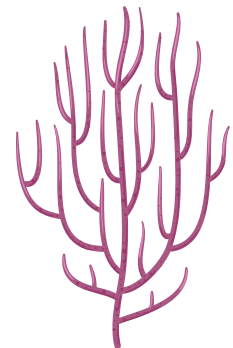
@riversidetheatrefl



@riversidetheatrefl



@RvrsideTheatre



VENDOR COMMITMENT FORM

DUE BY: OCTOBER 2, 2023

Company Name (as it should appear) _____

Florida Sales Tax Number (if applicable) _____

Contact Person(s) _____

Mailing Address _____

City _____ State _____ Zip Code _____

Phone 1 _____ Phone 2 _____

Email _____

Website _____

Social Media (if applicable)

Facebook _____ Instagram _____ Twitter _____

DESCRIPTION OF MERCHANDISE

Any alteration to this document will render it null and void.

I have read and agree to the Vendor Contract & Agreement.

Signature _____ Date _____

Please return the completed form to:

Samantha Tiernan, Special Events Coordinator
Winterfest@riversidetheatre.com

Riverside Theatre 3250 Riverside Park Drive Vero Beach, FL 32963

Payment:

Please make check payable to **Riverside Theatre**. If you would like to pay by credit card, please call 772-410-0470.

