

Dear Prospective Vendor,

The Alive at Five Concert Series is returning to Jennings Landing this year for its 34<sup>th</sup> season. This series has proven to be a staple of summer in the Capital Region, showcasing a diverse lineup of big names, up-and-coming acts, and the region's most talented original artists. Alive at Five offers eight weeks of critically-acclaimed free to the public concerts spanning across all music genres.

***We are offering various commitment options. Ranging from 8 weeks, 4 weeks, or Multiple day options that you see fit. Select the option that best suits your preferences and goals.***

The Office of Cultural Affairs is currently accepting applications from potential public information vendors (Non-Profit, Government, or Charitable organizations). Enclosed, you will find the application packet which contains an information sheet explaining the process, as well as the policies and procedures for vendor participation. **The deadline for all applications to be postmarked is April 26<sup>th</sup>, 2024.**

The concert series dates are June 6<sup>th</sup>, June 13<sup>th</sup>, June 20<sup>th</sup>, and June 27<sup>th</sup>, July 11<sup>th</sup>, July 18<sup>th</sup>, July 25<sup>th</sup> and August 1<sup>st</sup>, 2024. All of the Alive at Five concerts will be held at Jennings Landing at the Corning Preserve, or at the Corning Preserve Boat Launch in cases of inclement weather.

On behalf of the City of Albany Office of Cultural Affairs, we look forward to receiving your application for the 2024 Alive at Five summer concert series. If you have any questions regarding the application process, please contact me at **518-434-5416** or [vendors@albanyny.gov](mailto:vendors@albanyny.gov).

Sincerely,  
Andre Cowan, Program Aide  
The City of Albany Office of Cultural Affairs





# PUBLIC INFORMATION

## VENDOR INFORMATION

June 6, 13, 20, 27  
July 11, 18, 25  
August 1, 2024

Jennings Landing Albany, NY

### GUIDELINES

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- Public information Row is designated for non-profit, Government, or charitable organizations only, with a focus to educate festival attendees about the different non-profit organizations in the area
- Non-profit, Government, or charitable organizations are permitted to distribute informational materials and items specifically pertaining to their organization only
- Organizations will be allowed to sell bumper stickers, buttons, raffle tickets, memberships and clothing items only
- All applicants must describe all merchandise for sale. Please use the spaces provided on the application or submit an additional description page, if necessary. Food sales are prohibited
- Alive at Five is rain or shine no refunds will be given due to inclement weather
- All vendors must stay for the duration of the event

### SELECTION

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- Applications will be judged on specific application criteria and the overall integrity of the event
- Acceptance into previous events does not guarantee acceptance into the 2024 series
- Selection notifications will be sent out no later than **May 12, 2024**
- Failure to provide all required information will be deemed an incomplete application, resulting in rejection

### TIMELINE

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<b>April 26<sup>th</sup></b>	Deadline for postmarked application	<b>June 6<sup>th</sup> - August 1<sup>st</sup></b> Load in 12:00 pm – 3:00 pm
<b>May 10<sup>th</sup></b>	Acceptance and rejections mailed	<b>June 6<sup>th</sup> - August 1<sup>st</sup></b> Event Time 4:30 pm - 8:00 pm
<b>May 17<sup>th</sup></b>	Information packets mailed	

### FEES

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1. The Booth Fee for information and sale of merchandise is \$400 for 8 weeks
  2. The Booth Fee for information and sale of merchandise per week is \$50 per show
- All vendor fees or payment information must be included with the submission of your application.
  - Rejected applicants will receive a returned check or money order for booth space after **May 10, 2024**
  - The City will not accept personal checks from any previous vendor who has had a check returned for insufficient funds

### BOOTH

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- Booth space: **10' wide x 10' deep**. All displays must remain within the confines of the space provided.
- Non-profit, Government, or charitable vendors are to provide their electricity, water, tents, tables, chairs, weights, and displays.
- The Booth may not be level, bring leveling devices for displays. This is an outdoor event; be prepared for all types of weather.
- For safety, all tents must be tied down by weights of a minimum of 40lbs. per leg, no staking of tents allowed within the park.  
*\*The City of Albany reserves the right to force the removal of any aspect within their booth if deemed to be unsafe.*

### ADDITIONAL INFORMATION

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- If accepted, a packet containing load-in procedures, parking information, and other necessary information for the weekend will be provided.
- Applicants need to provide a copy of their Non-Profit Certification 501(c) 3 or an equivalent charitable form.
- The City has a right to verify the status of the vendor's Non-profit, Government, or charitable status.
- The City has a right to deny an organization if the vendor's Non-profit, Government, or charitable status does not fit within the guidelines.
- **Failure to adhere to specified requirements or to submit all necessary information will result in rejection.**
- The City of Albany maintains the right to close any exhibit not in compliance with the provided Policies and Procedures



# 2024 Albany Alive at Five Public Information Vendor Application

Application submission deadline Friday, April 26<sup>th</sup>, 2024  
Fill it out completely and please print or type



NAME: \_\_\_\_\_  
(Last) (First)

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE (cell): \_\_\_\_\_

EMAIL: \_\_\_\_\_ WEBSITE (not required) \_\_\_\_\_

Non-Profit Organization Mission: \_\_\_\_\_

### Description of Merchandise for Sale:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**FEES:** Check or money order made payable to "THE CITY OF ALBANY" must be submitted with the application.

- \$50 one week – Date \_\_\_\_\_
- Multi-week (\$50 per week)  June 6  June 13  June 20  June 27  July 11  July 18  July 25  August 1
- \$400 for 8 weeks

The City will not accept personal checks from any previous vendor who has had a check returned for insufficient funds.

**VEHICLE:** One (1) Vendor parking permit is provided onsite at this event. Provide information for the vehicle/trailer permit.

Vehicle Plate Number	State Plate Issued	Make & Model
Trailer Plate Number	State Plate Issued	

**MAIL COMPLETED APPLICATIONS BY April 26, 2024 TO:**  
CITY OF ALBANY OFFICE OF CULTURAL AFFAIRS  
24 EAGLE STREET, ROOM M-252  
ALBANY, NY 12207

**2024 City of Albany Alive at Five**  
**Public Information Vendor Policies and Procedures**

1. Only one business or organization may operate in each exhibit space. Sharing of booth space with other businesses or organizations is prohibited. Booth/tent space may not be reassigned or sublet. Exhibitors may not distribute, display, or sell products, literature, or other items from any business or organization other than the one specifically contracted with the City of Albany to rent the booth or tent space.
2. City of Albany reserves the right to change the location, dates, and hours, or to terminate entirely the operation of the scheduled event, at any time and without prior notice to the vendor. The City of Albany will make reasonable efforts to provide advance notice to vendors of any changes or cancellations.
3. Items and Products:
  - a. An exhibitor application must be completed, including a full list of all items or products to be sold, distributed free, or sampled; these must be approved by the City of Albany before the start of the festival
  - b. Balloons and Mass-produced items may not be sold or distributed free without prior consent of the City of Albany
  - c. Helium tanks of any size are prohibited on festival premises
4. General Rules for Exhibitors:
  - a. Exhibitors must provide their water, electricity, tables, tents, and chairs. Tents must be securely weighted down by a minimum of 40 lbs. per leg. Tents cannot be staked into the ground.
  - b. Exhibitors must make arrangements for transport of their products, equipment, etc. to and from their exhibit spaces; festival personnel is not available to assist, and the festival cannot provide storage space for products, equipment, literature, etc. for exhibitors
  - c. Exhibitors must take full responsibility for set-up and other display materials; the City of Albany will establish set-up and takedown times.
  - d. Exhibitors must have personnel present and in their booths at all times during the official operating hours of the festival: 4:30 pm to 8 pm
  - e. Exhibitors may not open or close earlier or later than the official operating hours, without express permission of Alive at Five personnel
  - f. Exhibitors must keep all displays, merchandise, etc. within the confines of the tent or space itself
  - g. Exhibitors must keep boxes and cartons out of sight
  - h. Exhibitors must maintain a neat and clean area, and also provide refuse bags to condense and secure all waste produced by the booth.
  - i. Exhibitors may not hawk, peddle, sell, or advertise outside the assigned area
  - j. Exhibitors may not distribute literature or other items to passers-by while standing outside of the assigned area
  - k. Exhibitors may not have music or conduct activities that may be disruptive to neighboring exhibitors, passers-by, or Alive at Five personnel; the City of Albany reserves the right to make such determination
  - l. Exhibitors must return the areas to their pre-festival condition (if repair and cleaning costs are incurred and the City of Albany determines the Exhibitor is responsible, the Exhibitor will be billed for the cost of the repair.) The Exhibitor must comply with the September 1, 1992, New York State Source Separation Law when vending in the City of Albany (separate all waste for proper recycling and disposal)
  - m. Exhibitors must comply with the festival's parking regulations
  - n. No vehicles of any type may be driven on the grass or sidewalks or parked on or near the exhibitor's assigned location during the event. If violated, the vehicle will be ticketed and/or towed
  - o. the City of Albany may, for publicity purposes, use any photographs and information received or obtained
  - p. Exhibitors must professionally operate their business. At the discretion of the Alive at Five personnel, any Exhibitors, any agents, or employees of Exhibitors who do not conduct themselves in a professional manner and according to the policies contained herein may be removed from the festival. Festival coordinators reserve the right to remove any objectionable merchandise from any booth. No merchandise shall be displayed or sold with the name "Alive at Five" in any form
  - q. Exhibitors that are using an electric generator or any other motor must soundproof that device to the satisfaction of the City of Albany. (This will be strictly enforced due to continual complaints. It is suggested anyone using a generator either have a backup that runs more quietly or have their current one serviced. The event does have the right to make anyone not conforming to this or any policies or procedures shut down for the remainder of the festival)
  - r. Exhibitors must comply with City tobacco free-park legislation [Ordinance 38.52.14]. Effective January 1, 2015, all parks in the City of Albany are curb-to-curb tobacco-free. Smoking of any kind is prohibited. Exhibitors in violation of this policy may be subject to a fine and may face revocation of permit or termination of contract for events
  - s. The City of Albany does not hold the grandfathered-in clause to any exhibitors
5. Permits/Certificates:
  - a. Exhibitors must provide copy of 501(c)3 certificate or an equivalent charitable form
  - b. Exhibitors are solely responsible for collecting and paying all New York State sales taxes and shall properly display their New York State Sales Tax Certificate
  - c. Exhibitors are responsible for obtaining and displaying festival permits as required and operating within any local, state, or federal guidelines or laws
6. Exhibitor is solely liable for equipment (installation, operation, and tear down), and any other personal property at the event. The vendor represents they have insurance coverage for said items to cover loss due to vandalism, theft, or any other casualty. Any losses due to fire, theft, damage, or injury are the sole responsibility of the vendor. It is specifically agreed that the City of Albany, Alive at Five, and Alive at Five personnel shall be held harmless for any claim of theft, vandalism, casualty, or loss.
7. The exhibitor shall defend, indemnify, and save harmless the City of Albany, the Albany Alive at Five, and their employees and agents, from and against all claims, damages, losses, and expenses (including, without limitation, reasonable attorney's fees) arising out of, or in consequence of, any negligent or intentional act or omission of the Exhibitor and/or the Exhibitor's employees or agents, to the extent of the responsibility of the Exhibitor and/or the Exhibitor's employees or agents for such claims, damages, losses, and expenses
8. Exhibitor shall not bring any animal or pet of any kind within the event, except any animal as defined as a service animal under the Americans with Disabilities Act (ADA); this includes vendor booth spaces.
9. Refunds: Alive at Five is rain or shine. No refunds will be given due to inclement weather.

**Please return the signed Policies and Procedures agreement with the vendor application.**

**I have read, understand, and agree to abide by the above policies and procedures. Upon acceptance of my application, this form will be binding and will represent the terms of the permit agreement:**

**AUTHORIZED SIGNATURE** \_\_\_\_\_

**EXHIBITOR NAME (print)** \_\_\_\_\_ **DATE** \_\_\_\_\_



## 2024 CITY OF ALBANY ALIVE AT FIVE PUBLIC INFORMATION APPLICATION CHECKLIST:

- Application filled out completely with all required information
- Policies and Procedures read, Signed, and attached.
- Applicants need to provide a copy of their Non-Profit Certification 501(c) 3 or an equivalent charitable form.
- One (1) check or money order made payable to “The City of Albany”

**APPLICATION MUST BE RECEIVED BY FRIDAY, APRIL 26, 2024**

**SEND APPLICATIONS TO:**  
City of Albany Office of Cultural Affairs  
24 Eagle Street, Room M-252  
Albany, NY 12207