



CITY OF MISHAWAKA



DAVID A. WOOD, MAYOR

PARKS AND RECREATION DEPARTMENT

May 1, 2013

RE: Summerfest 2013 Local Business Rental Spaces

We are excited to offer you an opportunity to help us celebrate a milestone in Mishawaka as Summerfest turns 30!

Merrifield and Crawford Parks will be host to our annual event on June 21st and 22nd. This festival consistently brings between 15,000 and 20,000 visitors from the region to our City. It is wholly made possible by the generous sponsorships of many area businesses and individuals, and we rely on this funding year after year.

For 2013, the Summerfest Committee is expanding the festival to include an area in which local businesses can rent space to highlight their offerings to the community. The location of this area will be just north of the large tent used for the pancake breakfast and other activities, and south of the main stage lawn.

There will be a lot of activity throughout the festival at this location, including a kickoff event on Friday from the Mishawaka High School Marching Band, and live music on the main stage from 6-10 pm, concluded by fireworks that night. On Saturday, this will be the location of our Lions Club pancake breakfast, followed by music and dancing all day at both the ice rink and the main stage, ending with an even larger fireworks display Saturday night. This location at Merrifield Park will be a main place for people to congregate, and offer good visibility for your business.

Businesses will be allowed to demonstrate products or services, distribute literature, distribute free promotional items, run raffles and offer promotional specials. These spaces are meant to provide visibility for your business, but not for on-site commerce. Any renter violating these rules will be asked to leave the festival, and will not be considered for future festivals.

This is for ground space only. Interested businesses will need to supply their own tent (if wanted). There is no access to electric or water at these locations. Participating businesses must keep their displays within the borders of the rented space, and, as stated before, no retail transactions or sale of merchandise will be allowed.

Available: 14- 10x10 locations for Sole Proprietorships (small business) for \$100
 10-20x20 locations for Corporations (LLC, Inc.) for \$500
 5- 40x40 locations for Auto/RV/other for \$1000

Locations will be rented on a first come, first served basis, and in the event some spaces are not rented, renters will be stacked in the closest available spaces adjacent the Merrifield Tent area to avoid gaps.

An application is included, and must be filled out completely and returned with a check made out to the City of Mishawaka in order to reserve a space. Renters will be contacted if their requested space is not available to work out alternate locations.

SUMMERFEST 2013 SCHEDULE OF EVENTS

Friday Schedule:

12:00 pm Info tent opens, Service Tent, Craft Vendors, Food Vendors, Local Business Row, Inflatables, Pony Rides and Petting Zoo, Canoe carving
Racing Pigs shows start (Noon, 2pm, 4pm, 6pm)

5:00-6:00pm MHS High School Band exhibition/performance in Merrifield Park

6:00 pm Opening Band-Bobby Lee Caldwell (Blues)
Beverage Garden 6-10 pm

8:00 pm Main Band Elwood Splinters Blues Band

10:30 pm Fireworks in Merrifield Park at dusk

Saturday Schedule:

7:00 am Pancake Breakfast (Merrifield Tent) w/music
Info tent opens

7:30 am Pre-registration for Jr. Basketball tourney

8:00 am 5k walk/run starts
Anna Burden acoustic performance @ Merrifield Tent
Car Show opens in Crawford Park

9:00 am Craft Vendors, Food Vendors, Local Business Row, Service Tents open
5k ceremony and awards in Merrifield Tent

10:00 am Caledonia Kilty Pipe Band @ Merrifield Tent
Historic Bus Tour Leaves from Niles Ave (Crawford Park)
Twin Cities Concert Band Performance at Main Stage
Kids Zone Opens, Inflatables, Petting Zoo and Pony Rides in Crawford Park
Jr. Basketball Tournament @ Crawford Courts

11:00 am Ballroom Dance Exhibition @ Ice Rink Venue

12:00 pm Racing Pigs shows start (Noon, 2pm, 4pm, 6pm) in Crawford Park
Kid's Boot Camp @ the Kids Zone (Crawford Park)
Middle Eastern Dance Performance @ Ice Rink Venue
Volleyball Demo @ Crawford Volleyball Court

1:00 pm Cookie Contest Judging and awards (Merrifield Tent)
Karaoke Competition @ Main Stage

2:00 pm Historic Bus Tour leaves from Niles Ave (Crawford Park)
Racing Pigs show

3:00 pm Treasure Hunt (Crawford Park Splash Pad)
Battell Line Dancers @ Ice Rink Venue
VIP Swim and Food-Merrifield Pool (Invitation Only)

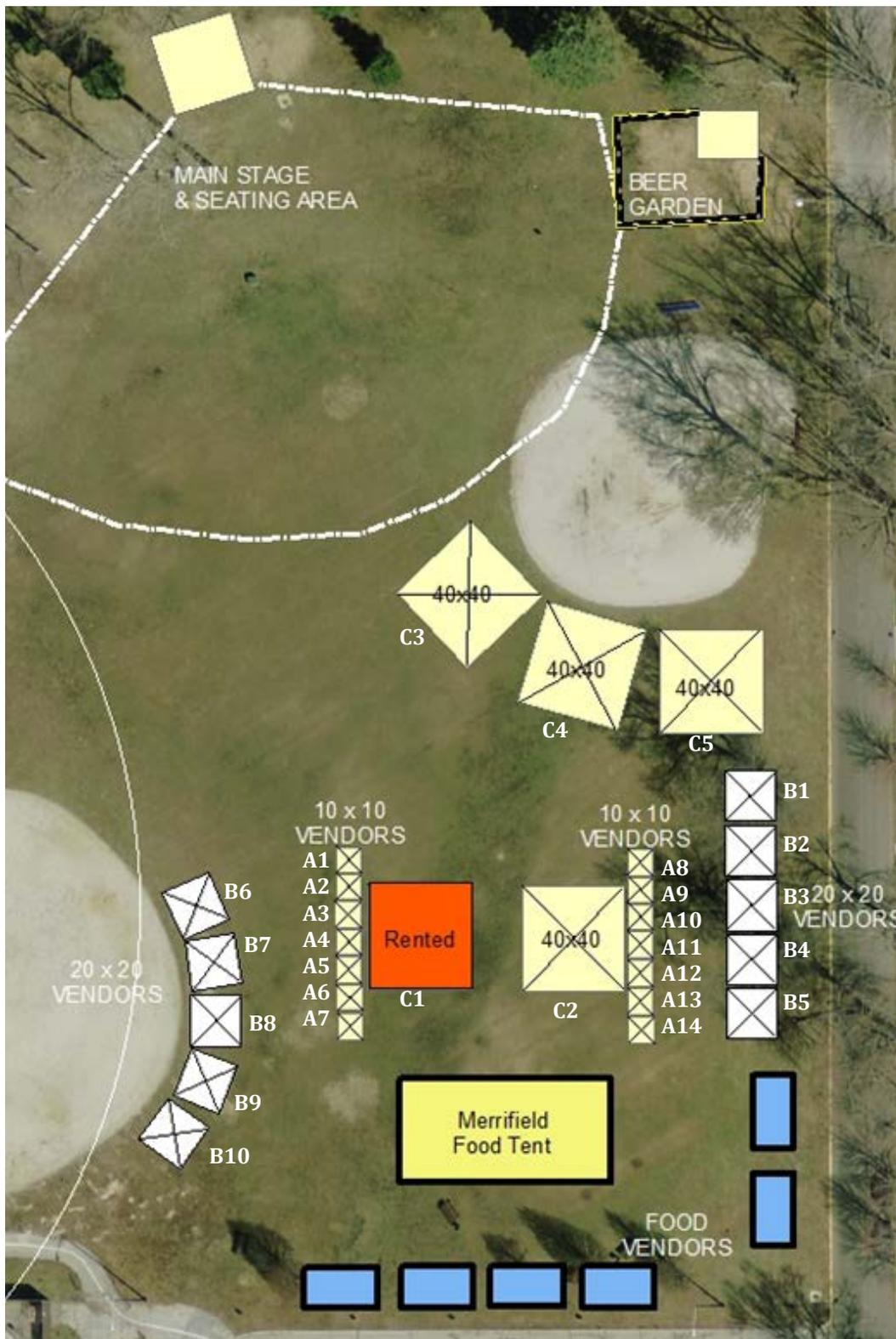
4:00 pm Everyday People @ Main Stage
Beverage Garden 4-10 pm
Racing Pigs show (Crawford Park)

6:00 pm Opening band Velvet Jones @ Main Stage
Racing Pigs show (Crawford Park)

8:30 pm Headlining Band Stereovain @ Main Stage

10:30 pm Fireworks in Merrifield Park at dusk

SUMMERFEST 2013 LOCAL BUSINESS RENTAL AREA



Mishawaka's 30th Annual Summerfest
June 21 & 22, 2013
Local Business Information and Application
Application Deadline: May 24, 2013

Information and Rental Rules:

1. Display and Booth Setup: All rental spaces must have a representative present at all times.
2. The City of Mishawaka will not be responsible for any missing property or damages.
3. Fees -- Space rental: \$100.00 per 10'x10' space; \$500.00 per 20'x20' space; \$1000.00 per 40'x40' space. Payment by check is preferred form of payment. Check must be made out to the City of Mishawaka.
4. No electricity or water connections available. No generators or other type equipment is allowed for powering displays or equipment.
5. Application: Complete and return this form to the Mishawaka Parks Department. Mail/drop off the form and entry fee to: 904 N. Main St. Mishawaka, IN 46545.
6. Requests for specific spots will be honored on a first-come/first-serve basis. Please write in requested spot below.
7. Notification: Applicants will be notified of their acceptance for space rental by the week of June 7, 2013. Upon receipt of funds, the Parks Department will accept or deny an application. If denied, the applicant will receive their check back. If accepted, the space rental fee will be deposited.
8. Refunds: Registration fees received are non-refundable.
9. Space: All booth set-up and items need to be INSIDE the rented area.
10. Check-In and Set-Up: Renters should check in at the Registration Tent located on the corner of Mishawaka Ave and Indiana Ave. Friday and Friday/Saturday Renter set-up begins Friday at 9:00 am and must be completed by noon. Saturday only set-up begins at 7:00 am and must be completed by 9:00 am.
11. Closing/Tear Down: Renters are to remain open until 7:00 pm each day but may remain open until the end of the night's entertainment each night.
12. Parking: Once accepted into the festival a Parking Pass will be mailed with your acceptance letter. After unloading, vehicle must be moved to the Merrifield Pool Parking Lot or outside of the festival area.

For further information contact the Mishawaka Parks Office at 574.258.1664, or Terry Zeller at tzeller@mishawaka.in.gov.

Business Name: _____

Representative Name: _____

Address: _____ City: _____ State: ____ Zip: _____

Phone: _____ Cell: _____

E-mail Address: _____ Website: _____

Please indicate which day(s) you would like to participate
Friday 21st _____ Sat 22nd _____ Both _____ Space Number (see map) _____

Describe the business you wish to promote at this event.

Application and Rules Agreement

I have read and will comply with the rules of the Summerfest Local Business Space rules and I will comply with all applicable laws. By signing I am also stating that no items or services will be sold during the festival. I understand that any renter found selling items or services will be asked to leave the festival with no refund of space rental fee.

X _____
Representative Signature

Release and Indemnification Agreement:

For and in consideration of the City of Mishawaka allowing the person applying to participate in the Mishawaka Summerfest on June 21st and 22nd, 2013, the participant hereby releases and agrees to indemnify and hold harmless the City of Mishawaka, Indiana, the Mishawaka Parks & Recreation Department, the Mishawaka Summerfest 2013 Committee, their agents, employees and officials from any & all actions, causes of actions, claims, damages, demands, judgments, executions, costs, expenses, including attorney fees, and all other claims for damages whatsoever which may hereafter be made, instituted, filed or recovered against the City of Mishawaka, Indiana, the Mishawaka Parks & Recreation Department, the Mishawaka Summerfest 2013 Committee, their agents, employees, and officials by the undersigned and any other person as a result of participating in this event. The person executing this release is duly authorized to do so on behalf of participant.

X _____
Representative Signature

Office Use Only: Receipt #: _____ Amount Paid: _____