

# SOMERS POINT BAYFEST

The City of Somers Point and The Somers Point Bayfest Committee are already planning for the 23rd Annual "Bayfest" we are hoping you will join us in presenting this fun and unique festival to Historic Bay Ave. in Somers Point.

With over 40,000 people attending on the best weather day in our history, this one day festival has grown into the single largest festival down the Jersey Shore. We offer over one hundred "hand made" crafter vendors, environmental exhibits, nautical and marine displays, forty different food vendors, four live music venues, children's activities and games, plus much more.

Bayfest celebrates the Somers Point's environmental, economic, historical and cultural link with the Great Egg Harbor Bay.

This year's Bayfest will be held from 10:00am until 5:00pm on April 28, 2012.

Bayfest offers an excellent sponsorship opportunity for businesses which like to be associated with an event that appeals to such a large range of individuals, boaters, environment enthusiasts, craft lovers, families, children and all of us who enjoy celebrating the beginning of spring.

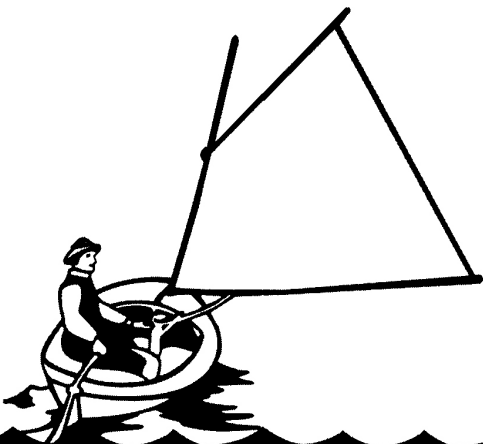
Financial support not only helps us make each year's Bayfest bigger and better, we are also able to give back to our community. In the past we donated \$4,000 to help the Somers Point Police Department obtain a police dog, \$16,000 to Somers Point Public Works to purchase a new generator and \$1,600 for new trash cans on our bike path. Over the past couple of years, we have donated \$20,000 to the "Bud Kern Field," a children and adult sports complex, \$1,000 to the Commutation Arts Department at Mainland High School, \$8,000 for a new children's "Jungle Jim" on the beach and \$10,000 for the American Flag Banners that are placed up and down Bay Ave., just to name a few of our projects.

Please review the enclosed sponsorship information. You can also go to our newly designed web-site at HYPERLINK "<http://www.somerspointbayfest.com>" [www.somerspointbayfest.com](http://www.somerspointbayfest.com) , where you will find additional information and easily download a sponsorship form.

I look forward to hearing from you and answering all your questions.

Sincerely,

Geoffrey Hieb  
2012 Somers Point Bayfest Committee  
PO Box 697, Somers Point, NJ 08244  
888 300-9010  
609 926-3399



[www.somerspointbayfest.org](http://www.somerspointbayfest.org)

## **Bayfest Sponsorship Levels 2012**

### **Corporate \$3,000**

Product Exclusivity; Your business will be the only one of its kind involved in the festival.

Primary placement of your Logo & name on all printed material, our website, with a link to yours, posters & banners.

Primary mention in all news releases, public service announcements and advertising.

Two promotional spaces during the festival\* to promote and distribute material of your business.

Four promotional announcements during the festival by our four music venues.

### **Supporting \$1,500**

Logo and name on all printed material, including our web-site, with a link to yours, posters and banners.

Preferred mention in all news releases and advertising.

One promotional space during the festival\* to promote and distribute material of your business.

Two promotional announcements during the festival by our four music venues.

### **Contributing \$750**

Logo and name on all printed material, our web-site, posters and banners.

Mention in news releases and advertising.

Opportunity to place promotional material during the festival on our City Table.

### **Friend of Bayfest \$200**

Business or name on all printed material, including posters that are placed in stores across South Jersey and the two banners that hang across the north and south end of Bay Avenue during the festival and our web-site.

\*Please refer to the\*

Food Vendor, Exhibitor and Sponsor General Rules and Regulations

Bayfest  
Saturday April 28th, 2012  
Hosted by the City of Somers Point and  
The Somers Point Bayfest Committee

Yes, I would like to sponsor Bayfest '12! Enclosed is my check for \$\_\_\_\_\_

Made payable to the "Somers Point Bayfest Committee."

I have checked my level of participation below.

Corporate Sponsor	\$3,000
Supporting Sponsor	\$1,500
Contributing Sponsor	\$750
Friend of Bayfest	\$200

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Send to:  
Geoffrey Hieb  
Somers Point Bayfest Committee  
PO Box 697  
Somers Point, NJ 08244  
888 300-9010  
609 926-3399

## **FOOD VENDOR, EXHIBITOR AND SPONSOR GENERAL RULES AND REGULATIONS**

Payment of sponsorship fee must be received by March 1, 2012. All space subject to availability. **Sponsorships received after March 1, 2012 are not guaranteed exhibit space or inclusion in Bayfest advertising.**

Food vendor, exhibitor and sponsor spaces are pre-assigned by the Bayfest Committee. Wherever possible, space assignments will be made by the Bayfest Committee in keeping with preferences of the individual. **The Bayfest Committee, however, reserves the right to make final determination of ALL space assignments in the best interest of the festival and reserves the right to reconfigure spaces.**

Spaces **ARE NOT TRANSFERABLE**. No food vendor, exhibitor or sponsor shall assign, subdivide or share exhibit space with any other organizations unless approval, in writing, has been obtained from the Bayfest Committee nor are they permitted to feature names or advertisements of non-sponsor business in their space display, except parent or subsidiary companies.

Food vendors, exhibitors and sponsors must participate the full day. Early break down is not permitted.

Sponsors will receive **ONE** vehicle permit for free parking at a pre-assigned lot. Sponsors must enter at the designated street entrance only and must have their **VEHICLE ACCESS PERMIT** displayed in the driver-side corner of the windshield. Only one vehicle per sponsor is allowed. Food vendors, exhibitors and all other sponsor volunteers can use the Bayfest free shuttle service available throughout the City of Somers Point or find parking at their own discretion. Do not block pedestrian traffic, sidewalks, residential walkways, emergency vehicle access or park in "no parking" posted sign areas.

All spaces are pre-assigned. Food vendors, exhibitors and sponsors are to report to the Bayfest site to be directed to their space(s). Configuring spaces to accommodate large displays items, for example automobiles, must be discussed and pre-approved by the Bayfest Committee. **The Bayfest Committee reserves the right to assign all spaces and all decisions are final.**

**Set up times are from 7:00am to 8:30am, ONLY. All vehicles must be removed from Bay Ave. by 8:30am. Vehicles are not permitted on Bay Ave. during the Bayfest hours for any purpose. There will be no exceptions. No food vendor, exhibitor or sponsor is permitted to set up on Bay Ave. before 7:00am. Bay Ave. must be cleared completely by 5:45pm or vendor, exhibitor or sponsor are subject to a \$100.00 fine.**

There is no rain date.

Food vendors, exhibitors and sponsors are charged with the knowledge of and compliance with all local, county and state laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in Bayfest.

Posting of signs, distribution of literature and selling of items outside an exhibit booth **ARE NOT PERMITTED**. Food vendors, exhibitors and sponsors must stay within their allotted spaces. No merchandise storage outside of exhibit booth is allowed. Do not block pedestrian traffic, sidewalks, residential walkways and emergency vehicle access.

Food vendor and exhibitors must comply with the New Jersey Sales Tax Laws and all other applicable local, county and state regulations. Food vendors and exhibitors conducting sales must have a Valid New Jersey Sales Tax Card available for display and are responsible to comply with all sales tax regulations for the charging, collection and remittance of sales tax fees to the New Jersey Division to Taxation. **To obtain New Jersey Sales**

**Tax Card call the state: (609) 588-2200.**

Food vendors, exhibitors and sponsors must maintain the cleanliness and neatness of the spaces at all times. They must provide standard 30-gallon trash bags and must place all their trash on the curb behind their space. All spaces must be and free of debris at the conclusion of Bayfest.

**Food vendors are required to submit a refundable deposit check of \$100.00, in addition to their space cost. At the end of Bayfest, members of the Bayfest Committee will inspect all food vendor spaces to determine the cleanliness of the area. If the Bayfest Committee members determine the space is not cleaned properly, the Bayfest Committee WILL NOT return the deposit check.**

All property of food vendors, exhibitors and sponsors remain under their custody and control in transit to and from the Bayfest site, while stored outside the Bayfest site and while within the confines of the Bayfest site. Neither the Bayfest Committee Members, contractors, nor any officers, staff members or assigns of the Bayfest Committee shall be responsible for the safety of the property of the food vendors, exhibitors and sponsors or from theft, damage by fire, accident, vandalism or other causes. It is recommended that they obtain adequate insurance coverage, at their expense, for property loss or damage and liability for personal injury.

Each food vendor, exhibitor and sponsor agrees that it will indemnify and hold harmless of, from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgment's recovered from or asserted, together with all costs in connection with the defense thereto, including attorney's fees, against Bayfest Committee, the City of Somers Point, NJ, and their agents or assigns, on account of injury or damage to person or property. The Bayfest Committee shall not be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, weather, acts of God, public enemy riot, civil commotion or other insurable casualty and food vendors, exhibitors and sponsors expressly waive any claim of liability against the other party hereto with respect to such loss or damage. Accordingly, it shall be the responsibility of the food vendor, exhibitor and sponsor, respectively, to secure insurance or otherwise protect itself and its property against such loss or damage.

**The Bayfest Committee reserves the right to restrict the operation or evict completely any food vendor, exhibitor or sponsor which, in its sole opinion, detracts from the general character of the Bayfest as a whole.** This includes, but is not limited to, a food vendor, exhibitor or sponsor use of noise, flashing lights, objectionable method of operation or display. Use of so-called barkers or pitchman is strictly prohibited. Food vendors, exhibitors or sponsors in violation of the Bayfest rules and regulations will be in default of this agreement and will forfeit entry in the event and must vacate their space. The Bayfest Committee **SHALL NOT BE** responsible for the remuneration of any fees or any expenses incurred by food vendors, exhibitors or sponsors in default of this agreement.

I, the undersigned, agree to become part of the Somers Point Bayfest. I agree to comply with all rules, regulations, guidelines, terms and agreements of the Somers Point Bayfest.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_