



February 12, 2010

Dear WCM Community Christmas Parade Devotees and Vendors!

While the 45th Annual Christmas Parade seems far away, work has already begun for the 2010 event! A Fundraiser in Wilbraham Park will be held on September 25th, at the corner of Sunset & Broadway, featuring a **“Christmas in September”** theme! All proceeds of this fundraiser help defray the cost of the annual event that will march down Broadway this year on December 4, 2010

We encourage **ALL vendors** to bring out the holly, set up with Santa Hats and deck your booth to include a fun **Holiday theme**. Use your creative imagination to decorate, include Holiday merchandise perfect for gift giving or prepare a special Holiday delight! Applications for the WCM Christmas Parade Fundraiser in the Park will be reviewed for acceptance. We are striving for variety, so get your applications completed and in early! Any applicants who are not accepted will receive a full refund.

**The Application Process:**

1. Complete the enclosed application and agree to comply with all government regulations and fees including Insurance, Dept. of Health, Fire, Sales Tax and any other regulation applicable to your business.
2. Arts and crafts, local merchandise, clothing, antiques and collectibles, food, etc.  
**Photos must be included** with new vendor applications.
3. Return your application with a check made payable to WCM Community Christmas Parade Fundraiser
4. Accepted Vendors will be notified.
5. Any Vendor not accepted will be notified by mail & fee will be refunded.
6. There are no refunds for any other reason.

**Important Insurance Update:** Due to requirements of the Borough’s Insurance carrier, all vendors and non-profit groups will continue to be required to provide WCM Community Christmas Parade with evidence of *Liability* insurance, naming the following **additional named insured**:

Borough of West Cape May	WCM Community Christmas Parade	
		<b>In the amounts as follows:</b>
Home business type	\$100,000. Liability	May use homeowner Policy*
Non Profit / Charity type	\$300,000. Liability	
Business	\$1 million liability	

We have included sample copies of insurance certificate for your reference, including Commercial, Non Profit and Individuals.

**\*\*Please check with your insurance carrier for information on your specific needs.**

The Borough of WCM is registered for an insurance program for vendors through our insurer. The Tenant User Liability Insurance Policy (**TULIP**) is available for vendors/non profits using Borough facilities to register and obtain insurance if they do not already have insurance in place. This program is available via internet only at <https://www.ebi-ins.com/tulip> and requires credit card payment. Once logged into the site, enter the ID-**GNTI**- in the first box and **229** in the second box. Continue following online prompts. A quote will be provided before you commit to purchase coverage.

**Any vendor who has previously provided a single certificate for all Borough sponsored festivals for 2010 (Farm Market, Tomato Festival, Lima Bean Festival and Christmas Parade Fundraiser in the Park) should include copy of original 2010 certificate with this application.**

Please return completed application to:  
WCM Community Christmas Parade  
Fundraiser in the Park  
732 Broadway West Cape May, NJ 08204  
(609) 884-1005

**About the SETUP:**

1. Each space is at least 10'by10' and will have a 10' front. Tents are your option.
2. Tables must be covered to the ground and items attractively displayed.
3. Vendors are required to be 3 feet back from the walk way to accommodate foot traffic.
4. Food & art demos or working at your site is encouraged.
5. Set up must be completed by 8:30 am. No take down before 5pm.
6. Vendors are responsible to **TAKE AWAY** any packing materials and leave your space clean.

**DO NOT USE PARK TRASH CANS FOR YOUR TRASH**

**The Rain Date** is planned for 9/26/10, but **be advised that there are no refunds**. Even in the event of weather related cancellation on both days. Information on postponement or cancellation will be available from WCM Borough @ 609-884-1005 ext. 115.

Be creative, bring your best Holiday Spirit and let's have fun!

Thank you!

Parade Lady Charlotte Daily and

Mayor Pam Kaithern

West Cape May Community Christmas Parade

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**2010 WCM Christmas Parade FUNDRAISER in the PARK**  
**September 25, 2010**  
**Vendor Application**



Rain date 9/26/10

**Business/ Name** \_\_\_\_\_

**Mailing Address:** Street/PO Box \_\_\_\_\_

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

**Phone:** Business (\_\_\_\_) \_\_\_\_\_ Home (\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_) \_\_\_\_\_

**Email Address** \_\_\_\_\_

**ALL Vendors**, please give us an idea about what Holiday related food or item you will be selling, wearing or decorating with. \_\_\_\_\_

**NEW VENDORS**, non-returnable photos are required \_\_\_\_\_

**Number of Spaces Requested** \_\_\_\_\_ Wide end of Park/ Street @ **\$100. each**

\_\_\_\_\_ Narrow end of Park/ Street @ **75. each**

\_\_\_\_\_ ALL FOOD VENDORS @ **\$150. each**

**Electrical Request** (as available) \_\_\_\_\_

**TOTAL Amount enclosed:** \_\_\_\_\_

Each vendor will have at least 100 square feet. Food vendors will be on either side of the park at the wide end.

Vendor locations will be marked on the sidewalk OR street the morning of the show.

Wilbraham Park is pie shaped and has no square spaces.

Be ready to accommodate an irregular space with some trees, etc.

All effort is made to give everyone a clear space. Requests for specific spaces are considered but not promised.

**Product and General Liability Insurance Certificate(s)** Please attach copy

**I have read the attached *WCM Christmas Parade Fundraiser in the Park***

**Information letter dated 2/12/10**

**and agree to adhere to the Regulations outlined within.**

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Office Use Only**

Date Received \_\_\_\_\_ Check # \_\_\_\_\_ Amount \_\_\_\_\_

Insurance Certificate \_\_\_\_\_ Other \_\_\_\_\_

Approved 2010 \_\_\_\_\_ Notified \_\_\_\_\_

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