

*39th Annual Market Day welcomes the 4th
Annual Local Colours Festival!*

Friday July 17, 2009

Application Cover Sheet

This popular event offers booth participants the increased visibility to showcase and sell their product while creating a crowd-drawing atmosphere.

Adding to the event's appeal will be the fabulous Local Colours Festival, which expands and enhances the events listing of Market Day with talented musicians, artisans, public performers and visual artists.

Making The Event A Success For Your Business:

With your space fee, the Market Day Committee builds an event that will build your business:

1. Newspaper and radio advertising in local media and as far south as Qualicum and Parksville and far north as Campbell River and tourist publications / events listings throughout B.C.
2. Ongoing press releases to local media about the various elements of the event.
3. The fabulous Local Colours Festival of the Arts will run concurrently with Market Day, bringing talented musicians and artists of all kinds to Market Day. There will be a centre stage for entertainment and a display of fine arts created during the festival at the parking lot, corner of 5th Street and England Ave.
4. Market Day Clean-up Crew to keep streets looking clean and orderly.
5. Traffic and street control provided by C.O.P.S.
6. Banner station booking to help promote the event, and shiny new signs posted at all the entry-ways.
7. Renting of Porta-Potties for use by participants.
8. Production of posters to help promote the event locally and much more!

Suggestions For Success:

1. In your own advertising that you do, include the Downtown Courtenay logo as an element to help reinforce the event and the area in readers minds.
2. Personally invite your customers to come to the event through direct mail, bag stuffers or calls.
3. This is a sales driven event and people come looking for deals. Offer a terrific loss leader item/s; the hottest deal you can find.
4. Ask your staff to talk to customers and clients about the Market Day event. Get people excited and they'll come back.
5. **Table and tent rentals are your responsibility. Book early... call Comox Valley Party Rentals #250-338-6678.**

Rules and Understandings:

1. Event starts at 9am and ends at 9pm. Vendors must stay open for the entire event. Set-up permitted after 7am.
2. The decision of space allocation remains with the Market Day Committee. The committee will contact you by June 15th, 2009 with assigned space. Booth space on 5th Street between Cliffe Ave. and England are charged a premium and non-BIA businesses will be placed there based on a first come basis, by the date applications are received paid in full. Non-profits will be placed at the discretion of the organizers.
3. **BIA Members have the first right of refusal to space in front of their business, but ONLY if they have submitted applications with full payment by the deadline of June 1st, 2009.**
4. All booths must be 10ft from the centre line of the street. Courtenay Fire Dept. Regulation.
5. Participants are responsible for arranging electrical needs. **Electricity cannot be accessed on city trees or lamps. Any Electrical appliances or equipment must be CSA/ULC certified, and electrical cords must be in good condition.**
6. No cars may be parked in the street during the event. All cars must be parked as far out of the downtown core as possible to allow customers the use of the prime space during the event.
7. Some businesses have curb bumps and gardens in front of their business. The frontage space requested by these businesses may have to include this area in cases where there is no room to move left or right.
8. If in this application the vendor doesn't accurately describe their product and is selling product that is in conflict with a DCBIA business, they will be removed from the event, without a refund.
9. Non-BIA Applications must be received and PAID IN FULL, no later than April 30, 2009, and BIA Applications no later than June 1st, 2009. A space is not considered reserved until it is paid for.
10. This is a rain or shine event, **vendors must come prepared for the possibility of rain and wind.** Money will not be refunded due to poor weather.

Downtown Courtenay BIA, Box 3371, Courtenay, BC, V9N 5N5

Questions? Call Kim Stubblefield: (250) 337-2096, email: info@downtowncourtenay.com

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