



Halloween in the Garden '15

Booth Application (2 pages)

Saturday, October 24, 2015, 11:00am-4:00pm

**Annmarie Sculpture Garden & Arts Center
13480 Dowell Road, P.O. Box 99, Dowell, MD 20629**

5000+ guests! It's a HOWLING good time!



**Deadline to
apply:
October 14**

Looking for a unique marketing opportunity for your business or organization?

Sign up for a booth at Halloween in the Garden and you will meet 5000+ potential new customers/clients in one afternoon . . . and you will have a howling good time!

Organizations and businesses are invited to reserve a space along Annmarie Garden's lovely Wooded Path and hand out **a gift or candy item to 2000-3000 kids!** You can also hand out **family-friendly marketing and educational materials!** To learn more about the event, visit www.annmariegarden.org.

WHAT YOU NEED TO BRING:

- **One piece** of candy/gift for each child (2000-3000 children). You can also hand out **FAMILY-FRIENDLY** marketing materials to parents and other guests.
- **Chairs and Decorations** for your booth and **costumes** for your booth workers
- **LOTS** of enthusiasm and spirit!

Annmarie Garden will provide:

- Assistance transporting your supplies to and from your spot on the Wooded Path
- One 8' table
- Advertising, press releases, and promotion for the Halloween in the Garden event
- Golden Pumpkin Awards for the best booths!

Complete this section, sign page 2, and submit BOTH pages by Oct. 14, 2015!

Business Name (as it should be listed on program): _____

Contact Name: _____

Mailing/Billing Address : _____

Email (REQUIRED): _____ Website: _____

Phone: _____ Fax: _____

REQUIRED! Please describe, **in detail**, what you will be distributing: _____

Booth Application Donations gladly accepted! Please consider making a **donation** to help defray the cost of the event. Donations typically range from \$20-\$125. Donations benefit Ann's Circle, Inc (tax ID # 20-5109378) the 501 c 3 non-profit organization that hosts the event and supports Annmarie Garden.

----- Do you need electricity? ☐ YES ☐ NO. If you donate at least \$100, you will enjoy access to electricity -----

Booth Donation Amount: _____ **TYPE:** ☐ Check (made out to "Ann's Circle") ☐ Credit Card (circle) Visa MC Disc Amex

Credit Card Number: _____ Exp date: _____

Name on Credit Card: _____ Security Code: _____

Credit Card Signature: _____

If you are interested in SPONSORING Halloween, contact Bill at marketing@annmariegarden.org or call 410-326-4640.



TEN Chilling Rules for Halloween in the Garden

1. **SET-UP on Friday, Oct. 23, 10:00am-4:00pm.** Come on Friday and avoid the rush! You can deliver all your booth supplies/decorations and start setting-up. Please protect things from any little critters and/or the elements!
2. **You can also SET-UP on Saturday, Oct. 24, 8:30-10:00am.** All participants who want to drop off supplies **MUST ENTER** through the **Front Gate**. You will then be directed to a location where you can **TEMPORARILY** park your car to unload. Once you have unloaded, you **MUST** move your car to the parking field.
3. **PARK YOUR CAR IN THE PARKING FIELD.** You can drive into the garden (through the Front Gate) to **DROP OFF your supplies**, but when you are done unloading, you **MUST** move your car to the **PARKING FIELD**. The Front Gate will close promptly at 10:30am and will not reopen for vehicular traffic until after 4:20pm.
4. **This is a SMOKE FREE and PET FREE event.** Leave your cigarettes and your pets at home. If you are an animal rescue group that wants to have animals at your booth, please contact us to make the necessary arrangements!
5. **COME PREPARED FOR THE WEATHER!** This is a **RAIN** or **SHINE** event; please dress appropriately. If you wish to use a tent, visit the Garden beforehand and check the dimensions of your booth spot. All booth spots are at least 60 sq ft, but trees and vegetation sometimes prohibit the use of a tent. Don't be surprised the day of the event – check beforehand! Please be kind to our woods – do not tie your tent to our trees or put nails in our trees. We suggest sand or water bags to secure your tent.
6. **DECORATE YOUR BOOTH** – have some fun and maybe you will win one of the coveted **GOLDEN PUMPKIN AWARDS** for the best decorated booth! If you donate at least \$100 you can get access to electricity, but you must indicate this on your application.
7. **KID-FRIENDLY COSTUMES!** This is a no-scare, family-friendly event that is predominantly attended by families with young children. Please no horrific or overly risqué costumes – keep it clean, please!
8. **Hand out ONE family-friendly, kid-friendly GIFT or CANDY to each trick-or-treaters (2000-3000 kids).** We suggest you hand out **ONE item to each child**. By the time a child walks the path, they will have a full bag of goodies. In the past, a number of booths have run out of supplies. This is a well attended event. Please come prepared with extra supplies OR have a back-up plan, i.e. designate someone to go get more goodies.
9. **HAND OUT Marketing/Educational Information** – You are welcome to hand out information to the kids and the parents, but it must be kid- and family-friendly. No religious or indecent materials are allowed. An Annmarie staff member will check all booths; booths handing out inappropriate materials will be asked to leave.
10. **Please don't BREAK YOUR BOOTH DOWN EARLY!** It just doesn't look good when you leave early! This event is open to the public from 11:00am until 4:00pm. You can bring your car back into the garden sometime after 4:15pm.

PLEASE SHARE the 10 Chilling Rules with all your VOLUNTEERS/WORKERS!!

PLEASE SIGN THE APPLICATION HERE!

I/We have read and completed **BOTH** pages of the application. I/We intend to participate in **Halloween in the Garden** at Annmarie Garden on Saturday, October 24, 2015, 11am-4pm. I have carefully read **BOTH** pages of the application and do happily agree to them – **and I promise will share this information with all my booth workers/volunteers!**

Printed Name

Signature

Date

QUESTIONS? t. 410-326-4640 info@annmariegarden.org

THREE different ways you can submit your booth application and/or donation:

Mail BOTH pages to: Annmarie Garden, P.O. Box 99, Dowell, MD 20629
Fax BOTH pages to: 410-326-4887
Email BOTH pages to: info@annmariegarden.org.

Thank you and we hope you enjoy Halloween in the Garden!