



Halloween in the Garden '13

Booth Application (2 pages)

Saturday, October 26, 2013, 11:00am-4:00pm

Annmarie Sculpture Garden & Arts Center

13480 Dowell Road, P.O. Box 99, Dowell, MD 20629

Deadline to apply: October 1, 2013

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



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 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 path spot
- One 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. 1, 2013!

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

Contact Name: _____

Mailing/Billing Address : _____

Email: _____ 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-\$100. 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. **If you are interested in SPONSORING Halloween in the Garden, contact Jackie at marketing@annmariegarden.org or call 410-326-4640. Thank you for your support!**

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: _____



TEN Chilling Rules for Halloween in the Garden

- 1. SET-UP on Friday, Oct. 25, 10:00am-5:00pm.** 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. 26, 8:00-10:00am.** 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 4:15pm.
- 4. PETS are NOT allowed at this event!** Any exceptions must be approved by Garden Director.
- 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!
- 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 26, 2013, 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!*