



September 15, 2010

Dear Business Owners:

We are planning our 2nd Annual Halloween party at The Fred this year and would love to have you be a part of it! Last year we had over 700 children and adults visit to Trick-or-Treat with vendors and enjoy the entertainment, and we anticipate even larger crowds this year!

The “Not so Frightful” Storytelling and Halloween Party is scheduled for October 23rd from 2-6 pm. The event will target children and families in Peachtree City and Fayette County and we expect a huge crowd! The party features an expanded program this year featuring the return of well-known musician and storyteller Eric Litwin, magician Ken Scott, a Reptile Show, puppets, costume contest and more!

As a part of our festivities, we are offering a limited number of vendor/exhibit spaces to area businesses. For a very reasonable fee, you will have the opportunity to market your business and interact with your customer base in a fun and relaxed environment.

There is also an opportunity for sponsorship of the event. We encourage all participants to dress in costume and add the “fun” factor to your booth.

If you are interested in being a part of the second annual “No- so-Frightful” Storytelling and Halloween Party at the Frederick Brown Jr. Amphitheater, please fill out the enclosed form and return it to the Fred Box Office by October 8.

If you have questions or need further information, please do not hesitate to contact me or Sarah Davenport at 770-631-0630.

Sincerely,

*Nancy Price
Manager*



VENDOR APPLICATION

“NOT SO FRIGHTFUL” STORYTELLING
& HALLOWEEN PARTY
OCTOBER 23 2-6 P.M.

YES! Sign us up to participate at the following level:

\$25 Vendor Fee

Vendors will receive space for (1) 6 ft. table located under the Fred rain shelter at the top of the venue.

\$50 Prime Placement Vendor Fee

Vendors will receive space for (1) 10 x 10 canopy & (2) 6 ft. tables located On Terrace, Dance Floor or Orchestra Pit level of the Fred

\$500 Event Sponsor

Vendor will receive prime placement vendor space, may hang a banner at the venue entrance, five minutes on-stage during the event to promote their business, logo and business name inclusion on all marketing material for the event.

All participants will be expected to hand out wrapped candy to the children attending the event. Business marketing materials may also be handed out at this time. Maximum capacity of the Fred is 2,500.

Participants must provide their own giveaways and display materials.

The deadline for applications is Friday, Oct. 8

Business Name

Address

Contact

Phone #

Email

Pay Cash

Pay by Check

Pay by Credit Card

To: City of Peachtree City

Card #: _____ Exp: _____

Mail or drop off at:
The Fred Box Office
201 McIntosh Trail
Peachtree City, Georgia 30269

Fax to:
(770) 631-0430