



2010 Special Events Event Information, Set-up and Vendor Prices

WaterFest at Willow Grove-September 11 - 12, 2010

Lewisville Lake hosts the R5WaterXRacing Tour Regional Finals on Saturday, September 11th and Sunday, September 12th off the shores of Willow Grove Park in Lake Dallas. Saturday's headlining entertainment this year will be the eclectic sound of the Texas Gypsies who combine gypsy jazz with western swing, adding a twist on pop with a feel of the 30's and 40's! Sunday will feature the country music and other bands. Additional attractions include the KidZone with inflatables and petting zoo, games and contests with prizes, recreational activities and exhibitors, live music and great vendors make this event on the Lake Dallas shoreline a can't miss family attraction! Attendance is approximately 1,500+ people per day.

- Lake Cities business-\$100 per 20' x 20', \$75 per 10' x 10'
- All other businesses-\$135 per 20' x 20', \$85 per 10' x 10'
- Fees apply to entire weekend
- Event hours: 10 AM - 6 PM (Sat); 11 AM - 5 PM (Sun)
- Set-up: 7-9:30 AM; Tear Down: 6 PM (Sat & Sun)

Halloween Celebration - October 29, 2010, 4 to 6 PM

Family-friendly games, prizes, candy, and hay rides through downtown Lake Dallas are all open to trick-or-treaters on Oct. 30th from 4-6 pm at Lake Dallas City Hall. During this same time, numerous local businesses in Lake Dallas and some set up at City Hall give kids a safe option for gathering candy on Halloween. Attendance is approximately 1,000 people.

- Free for businesses located in Lake Dallas
- Lake Cities business - \$50 per vendor
- All other businesses - \$75 per vendor
- Set-up: 2 to 3:45 PM; Tear Down: 6:00 PM

Holiday Lighting Celebration - December 4, 2010, 5 to 9 PM

Each year at Lake Dallas City Hall, the holidays are celebrated with the ceremonial lighting of the Christmas Tree, live music, kid's crafts and free pictures with Santa. This family-friendly event also features the *Main Street Stroll*. Attendees are invited to take a stroll down Main Street and enjoy treats from businesses while they decide which business or booth displays the best holiday spirit and deserves their vote! Attendance is approximately 1,500.

- Free for businesses located in Lake Dallas
- Lake Cities Business - \$50 per vendor
- All other businesses - \$75 per vendor
- Set-up: 2-4:30 PM; Tear Down: 9:00 PM

Mardi Gras Celebration - 'Fat Tuesday', March 8, 2011

Lake Dallas Main Street is transformed into Denton County's only Mardi Gras Celebration on Fat Tuesday. A Mardi Gras parade travels through downtown and the Lake Dallas City Hall parking lot features a New Orleans style party with authentic Cajun food, live music from the N'Awlins Gumbo Kings, and a kidzone featuring pony rides, a giant inflatable obstacle course and slide, rock climbing wall, face painting, balloon sculpting and more! There are also contests for kids and adults alike for cash prizes! Businesses on Main Street area also open for the event. Attendance is approximately 2,500 people.

Lake Cities Independence Day Celebration

The Cities of Corinth, Hickory Creek, Shady Shores and Lake Dallas unite for a one-of-a-kind Fourth of July blow-out celebration. Lake Dallas City Park will be filled with Independence Day festivities including a hometown parade, contests for cash prizes, great food, art & craft booths along with free live entertainment and the Crosspointe KidZone! The event hosts the annual Lake Cities Idol for the fifth consecutive year in 2011 along with evening headline entertainment and spectacular fireworks to top off the celebration. Attendance is approximately 3,000 to 5,000 for this event.

Vendors are responsible for bringing everything they need for their space including tables, chairs and tent if needed. Limited electricity is available at some events. Contact Julie Chapman at 940-497-2226 x132 or jchapman@lakedallas.com for more information.



Vendor Guidelines

PRICING, SET-UP & TEAR-DOWN: Please see the Event Information, Set-up and Vendor Prices for information on booth space prices and set-up/tear-down times for each event. Vendors are required to operate their space until each event's tear-down time. If a vendor tears down and leaves the event more than 1 hour prior to the tear-down time this vendor will be prohibited from having a booth space at any events for the remainder of the year.

BOOTH SPACE SIZES & REQUIREMENTS: Food vendor booths are traditionally 20' x 20' spaces and non-food spaces are traditionally 10' x 10' spaces. Vendors may purchase additional spaces and need to note the number of desired spaces on the vendor application. Vendors are required to provide everything they will need for their space including but not limited to: tables, chairs, tent, sometimes electricity and/or water.

ELECTRICITY & WATER: Limited electricity is available at the following events: Mardi Gras Celebration, Lake Cities 4th of July Celebration and Holiday Lighting Celebration. Electrical outlets for these events are assigned on a first-come, first-serve basis **AFTER** vendor application and payment is received. Water is available at the Mardi Gras Celebration, Lake Cities 4th of July Celebration, Waterfest, Halloween Celebration, and Holiday Celebration. Vendors must bring their own water hose..

VENDOR APPLICATION: You may register for one or all events on the Vendor Registration Application. Payment for at least one of the events you register for must be received with your form to reserve your booth spaces. Payment must be received for all other event booth spaces at least 4 weeks prior to the event. A booth space at any event will not be permanently reserved until payment is received unless other arrangements have been made. You may pay for events from February through September on one check. Because we start a new fiscal year Oct. 1st, please do not send in payment for October through December events until mid-September. The deadline to register for events is usually two weeks prior to the event date but you may call (940) 497-2226 x132 to see if there are any available spaces if you are past this deadline.

EXCLUSIVE VENDOR POLICY: The City reserves the right not accept any two of the same type of vendor—the first vendor who sends in their form and fee will receive the space.

VENDOR CONFIRMATION & EVENT INFO: If you are an approved vendor, after your application and fee are received you will receive a confirmation e-mail or letter. You will also receive important information about events and your booth space number along with a map at least 2 weeks in advance of each event.

For more information about Lake Dallas Special Events or vendor opportunities please contact:

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