



June 20, 21 & 22, 2024

724 Main Street
Towanda, PA 18848
(570) 265-2696

Dear Vendors,

We invite you to join us for the 36th annual Towanda Riverfest held along the banks of the Susquehanna River on the Merrill Parkway in beautiful, historic Towanda, PA. This year, our dates have changed, so it will be “THE summer kick-off event”! Planning for 2024 is well underway and we hope you’ll be a part of the fun activities for the event which will include fabulous food, crafters, carnival rides, games, live entertainment and more. Our spectacular fireworks show, “Fire over the Water” will again be the highlight of Riverfest. This show has become “the one to see” in the region and draws a crowd of thousands on Saturday night. We are, again, pleased to have a few changes and added events.

Please see the enclosed vendor application and take part in this year’s festivities. To avoid any late fees please have your **completed application and list and price of items/services for sale**, if applicable, **returned to us by May 20, 2024**. Please be sure to fill out the application to its fullest extent to avoid delay or confusion. We would like Riverfest to grow each year and it can with your help and participation.

We hope you feel this event is worthy of your support. The Riverfest committee consists of volunteers working to better the event each year. We look forward to having you. If you have any questions regarding this request, please contact the committee by email at towanda.recreation@icloud.com, or Alisha Reider by phone/email at 570-637-6703, aecook12@yahoo.com.

Thank you,
Riverfest Committee
724 Main Street
Towanda, PA 18848

CONTACT

You can reach committee members via email or phone Monday – Friday, 7:00 AM – 3:30 PM.

- Riverfest Committee – towanda.recreation@icloud.com
- Alisha Reider – aecook12@yahoo.com, (570) 637-6703

Please don't hesitate to send a message through our Facebook page,
<https://www.facebook.com/TRiverfest>

Hours of operation are 5:45 PM – 10:00 PM Thursday, June 20, 11:00 AM – 10:00 PM Friday, June 21 and 10:00 AM – 9:30 PM Saturday, June 22, 2024.

NEW & EXCITING

- Double M Amusements will grace Riverfest as our amusement ride company for the first time.
- Longer hours of operation on Friday.
- We have, again, lowered our prices for all vendors.
- Date change! Summer kick-off festival!

EVENT SET-UP INFORMATION

Riverfest is held on the South end of the John B. Merrill Parkway along the Susquehanna River. Vendors will be permitted to set up **NO SOONER** than 12:00 PM Wednesday, June 19, 2024. Trailers and large tent spaces are preferred to be set up from 12:00 PM Wednesday, June 19, to 5:00 PM Thursday, June 20, 2024. Smaller tents are preferred to be set up from 12:00 PM – 5:00 PM Thursday, June 20, 2024. We ask **ALL VENDORS** be setup and ready one hour prior to start time each day.

If you selected to participate on a limited schedule, please arrive to set up **NO LATER** than 2 hours prior to the start of the event for which days you selected.

Vendor spaces are now **ASSIGNED** making the set-up process easier on everyone. If you set up in a space you are not assigned to you will be asked to leave that space. You must stay in the assigned space unless otherwise directed. Set up is the vendor's responsibility **ONLY**. Vendors are responsible to bring sand bags or blocks to tie down tents. Most spaces are set up on black top road; no spikes/nails/pins will be permitted in those spaces.

ELECTRIC

There is a \$25 fee if you need electric. Our available electricity is vast, yet **LIMITED**. Vendors requiring electric **MUST** bring a 12-gauge extension cord and power strip and run 25 – 50 ft. in length depending on location. Receptacles supply a 110-amp service with a sole breaker switch.

Vendors requiring higher output please indicate on your application to meet your requirements. We are willing to accommodate most electrical needs. You are only permitted to

use plugs/connections assigned to you. Vendors are responsible for the condition of their cords. We are not responsible for electrical issues/failures outside of our guidelines.

ARTS/CRAFTS/GAMES

All merchandise & services to be sold at Riverfest must be approved prior to display. The committee reserves the right to refuse any item deemed unfit or unsuitable. Refusal will deem you unwelcome and you will be asked to leave.

NON-PROFIT/INFORMAIONAL

All vendors purchasing a non-profit space MUST provide proof of 501c determination or affirmation letter. Failure to do so will deem you NOT non-profit. All vendors purchasing an informational space must NOT sell any products. All non-profit/informational vendors will be allowed the first 10-foot space free and will need to pay \$10 for each additional 5 feet increment. The committee reserves the right to refuse any item deemed unfit or unsuitable. Refusal will deem you unwelcome and you will be asked to leave.

LIABILITY INSURANCE

All participants with the element of risk are required to carry their own liability insurance. A Copy of Certificate of Insurance is required naming Towanda Borough as certificate holder. This MUST be submitted with the completed application.

OTHER RULES & REGULATIONS

NO PETS allowed at Riverfest under hours of operation. This is to ensure the safety of all of our guests.

NO BICYCLES/SCOOTERS/SKATEBOARDS or any like-objects will be permitted at the festival during hours of operation.

NO ALCOHOL consumption permitted on festival grounds, outside of tasting at a vendor.

Severe Weather Policy: The Towanda Riverfest will be held RAIN or SHINE. No refunds will be awarded to vendors or attendees for bad weather. Riverfest will proceed unless conditions pose a severe threat to vendors or attendees. Any decision to cancel Riverfest for any reason will not be made earlier than 1 day prior to the festival. If cancelled for any reason beyond the control of the Riverfest Committee, we reserve the right to refuse refund for vendor fees. There will NOT be a "rain date" for this event.

2024 Towanda Riverfest Vendor Application

Please return all of the following information:

- This completed application
- A list of all items to be sold at the event. (If applicable)
- A picture of your booth/trailer/truck etc. (if you have not yet attended)
- Payment in full (Checks made payable to "Towanda Riverfest")
- Copy of Certificate of Insurance naming Towanda Borough as certificate holder.
- A signed copy of the Hold Harmless Agreement & Severe Weather Policy (on reverse side of this application)
- For Non-Profits, Copy of 501c Determination Letter or Affirmation Letter

Rental space price is a set fee for the entirety of the festival, whether you are attending one day or all three days. \$30 late fee after May 20, 2024. No refunds will be issued after May 27, 2024. The Towanda Riverfest Committee reserves the right to accept or reject any application.

Mail to: RIVERFEST 2024, PO BOX 229, TOWANDA, PA 18848

Contact Name:			
Business Name:			
Street Address:			
City:		State:	Zip Code:
Phone:		Email:	
Days Attending: (circle one)	3 Days	Thursday/Friday	Friday/Saturday Saturday Only
Electric Required: (circle all that apply)	Yes	No	110 Volt 220 Volt
Rental Space: (Event flat rate price) (10x10 ft space) (check one)	Price		Total
() Non Profit	\$0		\$
() Informational	\$0		\$
() Craft Vendor	\$75		\$
() Food Vendor	\$75		\$
Additional 5 ft Increment	\$10 each	Quantity:	\$
Electric Fee (if applicable)	\$25		\$
Late Fee (If app is mailed after 5-20-24)	\$30		\$
		Total Payment Due	\$

* Linear footage measurement is the longest side of your setup space. (**MUST INCLUDE TRAILER HITCHES/JACKS & AWNINGS**). Location preference does **NOT** guarantee location. There are many factors attributing to location that must be taken into account. The Riverfest Committee reserves the right to accept or reject any application.

Hold Harmless Agreement

I, _____, a vendor at the Towanda Riverfest, hereby release the TOWANDA RIVERFEST, TOGETHER WITH ITS BOARD OF DIRECTORS, TOWANDA BOROUGH AND THEIR VOLUNTEERS from any responsibility should injury, loss due to theft or damage of water, fire, wind or otherwise occur within and around the space I have rented. The Towanda Riverfest shall not be liable for any damage done by me or my workers to any person attending the festival or their property. I understand that my property is placed on the festival grounds at my own or the owner's risk.

Signed _____

Date _____

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I have read and agree to the above Severe Weather Policy (Initial here) _____

