

Dally in the Alley

2009 Non-Food Vendor Application

Page 1 of 3 (*second page must be signed*)

Date Submitted _____

Contact Information

Name: _____
Last First

Company Name: _____
Prior Dally Vendor?
Yes or No (check one box)

Address: _____
Street Address Apartment/Unit #

City State ZIP Code

Primary Phone: () _____ Alternate Phone: () _____

E-mail Address: _____

Website Address: _____

Description of Items for Sale

Description of items for sale: (This must be filled out completely. Application may be rejected if items are omitted.)

*** Mass-produced merchandise (e.g., sunglasses, necklaces and carvings) will not be accepted.

Dally Booth Space & Rental Information

	Quantity	Cost
14' space for \$150.00 each:		
10' space (for profit) for \$85.00 each:		
10' space (non-profit**) for \$30.00 each:		
8' table for \$15.00 each (rental):		
Vendors arriving the day of the Dally without pre-registration will be charged	for profit	
additional late fees. \$25.00 for profit, or \$10.00 (for non-profit**).	for non-profit**	
City of Detroit vending license fee for any vendor selling items (mandatory)		\$115
**money order or certified check after august 29 nd **	END TOTAL: \$	

*NOTE: ** Proof of non-profit status is required with application. COLLATERAL FOR RENTALS MAY BE REQUIRED)*

Payment Information

Please make check or money order payable to the "North Cass Community Union." Mail payment, signed application (2 pages), and proof of non-profit status (if applicable) to:

Dally in the Alley
4632 Second Avenue
Detroit, MI 48201
Attn: Non-Food Vendor Chair / Felix Sirls

Questions & Comments

Felix Sirls
(313) 371- 6835
felixsirlsfelix@aol.com
www.dallyinthealley.com

Thank you for your interest in the Dally in the Alley! ***This year's Dally falls on Saturday, September 12th, 2009, with a rain date of Sunday, September 13th, 2008.***

Please read the following Non-Food Vendor Policies and sign below.

NON-FOOD VENDOR POLICIES

1. Arrive as early as 7 a.m. to set up. **No vehicles in the alley after 11 a.m.** no vendor will be accepted after 12 noon. You have 15 minutes to unload and move your car.
2. Booth space will be assigned as applications are received. Maps with assigned spaces will be provided. No particular space is guaranteed. If a conflict should arise, the Non-Food Vendor Chairperson will have the final decision. Please be kind to one another!
3. Vendors may not park on Hancock Avenue as this space will be limited to Dally organizers and volunteers. Vendors are responsible for finding parking on the neighboring streets, alleys, or lots.
4. The Dally in the Alley reserves the right to reject any application. Should the Dally reject an application before the festival date, the vendor's application fee will be returned.
5. No boom box music, period.
6. Vendors consent to being photographed for Dally in the Alley publicity/promotion purposes.
7. Vendors may not sell merchandise that contain the words "Dally in the Alley" as this trademark is owned by the North Cass Community Union.
8. Mass-produced merchandise (e.g., sunglasses, necklaces, and carvings) will not be accepted.
9. Non-food vendors may not sell food or drink with the exception of bottled water.
10. The Dally does not supply electricity to non-food vendors. ***Non-food vendors may not plug into Dally electricity or outlets on neighboring houses/apartment buildings.***
11. Vendor agrees to pay the vendor license fee assessed by the City of Detroit
12. All spaces will be assigned prior to the date of the event. No exceptions.
13. Bring your own chairs.

I have read and understand the above Non-Food Vendor Policies. I agree that if I violate one or more of the Non-Food Vendor Policies the Dally in the Alley has the right to remove me from the Dally festival grounds without refund of my application fee.

Vendor/Company Name

Signature on behalf of Vendor

Date

Printed Name

Buildings & Safety Engineering Department
Business License Center
105 Coleman A. Young Municipal Center
(313) 224-3179

SPECIAL EVENT VENDOR APPLICATION

Vendor Name: FIRST _____ MI _____ LAST _____

Corp. Name: _____

D.B.A. _____

Business Address: _____ City _____ State _____ Zip _____

Business Telephone # (_____) _____ Fax(_____) _____

Email Address: _____

Drivers License or State Identification # _____

Date of Birth _____

War Veteran: Fee Waived (Sec. 41-2-22.5 (b))

YES _____ (must include copy of DD214 Honorable Discharge) NO _____

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Event Name: _____ Dally in the Alley _____

Event Sponsor: _____ North Cass Community Union _____

Event Date (s): 9-12-2009 # of Days 1 Alternate Date (s) 9-13-2009

Type of Vendor: Merchandise Yes _____ No _____ Products (s) _____

Food Yes _____ No _____ Products (s) _____

OFFICE USE ONLY *****

Fee Exempt Yes _____ No _____

Date Fee Pd. _____ / Initials _____