

3<sup>rd</sup> Annual Hot Chocolate Stroll  
Vendor Application  
102 Third St, Troy, NY 12180  
downtowntroy.org



Dear Downtown Troy Hot Chocolate Stroll Applicant,

We are excited to announce the 3rd Annual Downtown Troy Hot Chocolate Stroll, taking place during Troy Night Out on **Friday, February 28, from 5 PM to 9 PM.** This popular event is expected to draw a large crowd, and we are thrilled to invite your business to participate!

*Here's how it works:*

## Custom Mugs & Passports

- We will be selling [450 custom Downtown Troy x Upstate of Mind mugs](#) designed by Compas Life.
- Mugs and passports can be purchased online (link to be sent in a follow-up email).
- Guests will pick up their mugs and passports at [Upstate of Mind \(33 2nd St, Suite 1, Troy, NY 12180\)](#) to kick off the event.

## What We Need From You

Prepare enough hot chocolate for over [450 people](#):

- We've sold out of mugs the past two years, and we expect high attendance again this year.
- To ensure everyone in the community can participate, we ask that you sell 4 oz. samples of hot chocolate to those without a mug:
  - [\\$2 for regular hot chocolate](#)
  - [\\$5 for boozy hot chocolate](#) (optional)
- Offer [one free non-boozy hot chocolate](#) to each guest who presents their event mug.

- You are welcome to sell additional items, such as premium hot chocolate offerings, larger cup sizes, or any other menu items you'd like.

## Key Details

- **Participation is free:** There is no fee for your business to join this event.
- **Stipend:** We will provide a **\$250 stipend** to help cover the cost of your hot chocolate and any additional staffing you may need for the evening.
- **Keep all your proceeds:** Your business retains 100% of the sales from the event.
- **Preparation:** Based on past events, we recommend planning your inventory carefully, keeping in mind that this is primarily an after-work shopping, dining, and strolling event.

## How to Apply

- Please complete the application form and include as much information as possible about your setup and inventory.

Applications must be submitted by **Friday, February 7.**

We look forward to having you join us for this festive event! If you have any questions about the application process, feel free to reach out to us at [info@troybid.org](mailto:info@troybid.org).

**Thank you for helping us make the Troy Hot Chocolate Stroll a warm and memorable experience for everyone!**

Sincerely,

Olivia Clemente  
Executive Director  
Downtown Troy Business Improvement District

# Troy Hot Chocolate Stroll: Key Information for Vendors

*Please read and understand the following information before filling out the application.*

- **Event Details:**
  - The [3rd Annual Troy Hot Chocolate Stroll](#) will take place from [5 p.m. to 9 p.m.](#) and will be celebrated citywide in participating local restaurants.
  
- **Hot Chocolate Offerings:**
  - Vendors may prepare as many varieties of hot chocolate as they like.
  - [Pricing for guests without a mug:](#)
    - [\\$2](#) per 4 oz. sample of non-alcoholic hot chocolate
    - [\\$5](#) per 4 oz. sample of boozy hot chocolate (optional)
  - Mug Holders: Each guest with an official event mug will receive [one free 4 oz. non-alcoholic hot chocolate](#) at every participating business.
  
- **Participation Setup:**
  - If you are in the Downtown Troy BID district, you can vend directly from your restaurant or storefront.
  - Ensure there is a designated space specifically for Hot Chocolate Stroll samples, separate from your regular customer service area.
  
- **Vendor Responsibilities:**
  - Vendors are responsible for supplying their own cups, napkins, and other necessary materials for serving hot chocolate.
  - The suggested serving size for each sample is [4 oz.](#), though you may adjust this at your discretion.
  
- **Additional Opportunities:**
  - Vendors are welcome to sell other items such as desserts, sweets, beverages, or additional menu options. You are also encouraged to remain open for regular business during the event.
  
- **Mug Holders:**
  - Guests with official event mugs will receive [one free sample](#) of non-alcoholic hot chocolate at each participating business.
  - Mug size is [11 oz.](#), and we will be selling [450 mugs](#) this year.

- We will notify vendors during the week leading up to the event with an estimate of how many mug holders to expect.

## Application Deadline & Selection Procedure

- **Application Deadline: Friday, February 7**
- Vendors must meet our application criteria and support the overall integrity of the event.
- To aid in promotion of the event, vendors must submit their hot chocolate varieties in advance.

## Application Checklist

Each applicant must provide the following information with his or her submission.

- Application filled out completely.
- Payment included with application.

Applications can be sent by email to [info@troybid.org](mailto:info@troybid.org) , hand delivered or mailed to 102 Third Street, Troy, NY 12180. Once application is received, we will send the stipend check to you.

# OFFICIAL VENDOR APPLICATION

Please fill out all fields completely and sign on last page. Incomplete applications will be rejected. If you have any questions about the application, please contact the Downtown Troy BID office by email [info@troybid.org](mailto:info@troybid.org)

## CONTACT INFORMATION

Name: \_\_\_\_\_

Work/Home #: \_\_\_\_\_

Instagram: \_\_\_\_\_

Restaurant / Organization Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Day of Contact If Different Than Above: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

HOT CHOCOLATE YOU WILL BE SERVING:

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SIGNATURE REQUIRED

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