

Rockin' on The River 2023  
102 Third St, Troy, NY 12180  
(518) 212-7397  
Downtowntroyny.org



Dear Rockin' on The River Applicant,

This year we celebrate four concerts at the Waterfront, located at Riverfront Park as part of our 2025 Rockin' on The River summer concert series. Starting Wednesday, June 25 and running every other week until Wednesday, August 6. The series attracts thousands of guests of all ages and demographics to downtown Troy each week.

Dates Include

Wednesday June 25  
Wednesday July 9  
Wednesday July 23  
Wednesday August 6

We are currently accepting applications for food and craft vendors to fill the concert with high quality, diverse offerings. Please read the following packet thoroughly, including the information sheet, as well as the policies and procedures before submitting your application. Please provide as much information as possible so we easily understand your setup and inventory.

On behalf of the Downtown Troy BID, we look forward to receiving your application for Rockin' on The River 2025. If you have any questions regarding the application process, please contact the Downtown Troy BID offices at (518) 212-7397 or email [info@troybid.org](mailto:info@troybid.org).

Sincerely,

Olivia Clemente  
Executive Director  
Downtown Troy Business Improvement District

Rockin' on The River 2025  
Vendor Application  
Wednesdays | 5:30 p.m. to 8:30 p.m.

**Application Deadline: Friday May 30**

## INFORMATION SHEET

*Please read and understand the following information as well as the policies and procedures before filling out the application. Failure to adhere will result in immediate rejection of your application.*

### General Information

- Rockin' on The River at the waterfront will take place every other Wednesday beginning June 28 and running through August 8 from 5:30 p.m. to 8:30 p.m. in Riverfront Park
- Load in will take place Wednesdays between 3:00 p.m. & 4:30 p.m. Your vehicle must be off the event site by 4:30 p.m.
- Vendors selected must vend for the duration of the festival and may not arrive late or depart before the festival has ended.
- There is no rain date and there will be no refunds.

### Application & Selection Procedure

- Vendors will be selected based on specific application criteria and overall integrity of the event. Failure to provide all information prior to the application deadline will result in immediate rejection of your application.
- We will email you a week after receiving your application to let you know if you have been accepted to vend. If you do not hear from the BID please email [info@troybid.org](mailto:info@troybid.org) to check on the status of your application.

### Booth Spaces & Vendor Fees

VENDOR TYPE	BOOTH	WEEKLY	FULL SEASON	BID MEMBER
Food Vendor	10' x 10	\$100	\$400	\$50/\$200
Craft Vendor	10'x10	\$50	\$200	\$25/\$100
Business Vendor	10x10	\$300	\$500	\$50/\$150

Corporate vendors may participate for promotional purposes only; no on-site sales are permitted.

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## Rockin' on the River Policies & Procedures

### 1. Event Hours

- Set up between 3:00 p.m. and 4:30 p.m., rain or shine.
- No vehicles allowed during event hours, with a 30-minute buffer before and after.
- Booths must remain open during event hours.
- Vendors must have staff present throughout the event.

### 2. Insurance & Permits

- Vendors need to provide proof of commercial liability insurance, with specific coverage amounts, and list the Downtown Troy BID and City of Troy as additional insured.
- Food vendors must have a health permit from the Rensselaer County Department of Health.

### 3. Vendor Space

- Vendors must provide their own water, electricity (if requested and paid for), tents, tables, and chairs.
- All materials must be kept at the booth, with excess inventory out of sight.
- Vendor space, table covers, and backdrops must meet event standards and be kept clean.

### 4. Generators

- Any generators or motors must be soundproofed to meet event standards (Honda quiet generators suggested).

### 5. Vendor Conduct

- Vendors must comply with event rules and conduct business ethically.
- No selling or advertising outside the designated space.
- Event organizers can ask disruptive vendors to leave.
- Alcohol consumption is not allowed by vendors or their staff.
- Vendors are responsible for collecting and paying sales tax and displaying a sales tax certificate.
- Social media conduct should reflect positively on the event.

### 6. Health & Safety

- Vendors must follow fire regulations and safety guidelines, including having the required fire extinguishers.
- Food vendors must present their health permit for inspection.

### 7. Rights of the Downtown Troy BID

- The Downtown Troy BID can change event details or cancel the event without notice.
- Event organizers may use photos and information for publicity.
- The BID may limit vendor types or offer exclusivity for certain products.

### 8. Cancellation Policy

- Vendor fees are non-refundable but credits for future events may be issued.
- A \$25 administrative fee applies to canceled applications.

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- Cancellation requests must be made in writing by the Friday before the event. No refunds for cancellations or no-shows after that time.

*By signing, I agree to follow these policies and accept responsibility for any loss or damage to my property during the event. I also agree to indemnify the event organizers, Downtown Troy BID, and City of Troy from any claims or damages.*

**SIGNATURE REQUIRED**

Authorized Signature: \_\_\_\_\_

Vendor Name (Please Print): \_\_\_\_\_ Date: \_\_\_\_\_

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## 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 offices at (518) 755-0990 or email [info@troybid.org](mailto:info@troybid.org).

### CONTACT INFORMATION

Name: \_\_\_\_\_  
(Last) (First)

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

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

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

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

### SALES ITEM DESCRIPTIONS

Please describe ALL items to be sold/solicited in detail. Attach photo(s) as needed.

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Photo Description(s): \_\_\_\_\_

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Truck Dimensions: \_\_\_\_\_ Window Located on: \_\_\_\_\_

**APPLICATION FEES**

Please check all that apply and enter the total cost (payment must match the total amount).

<b>VENDOR TYPE</b>	<b>BOOTH</b>	<b>WEEKLY</b>	<b>FULL SEASON</b>	<b>BID MEMBER</b>
Food Vendor	10' x 10'	\$100 <input type="checkbox"/>	\$400 <input type="checkbox"/>	\$50 / \$200 <input type="checkbox"/>
Craft Vendor	10' x 10'	\$50 <input type="checkbox"/>	\$200 <input type="checkbox"/>	\$25/ \$100 <input type="checkbox"/>

If single dates, please check all that apply:

- Wednesday, June 25
- Wednesday, July 9
- Wednesday, July 23
- Wednesday, August 6

Vendors must supply their own power cords. Electricity is available on an extremely limited basis. All vendors are encouraged to bring a generator if they need power. Generators must be quiet versions and are subject to approval. If staff determines that your generator is disruptive to the festival, you may be asked to turn it off.

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TOTAL AMOUNT OWED: \$\_\_\_\_\_.

Payment Type:      Cash       Credit Card via Square Invoice       Check  # \_\_\_\_\_  
                         Money Order

Make all checks payable to the Downtown Troy Business Improvement District. Mail check and application to 102 Third Street, Troy NY, 12180. Payment will not be deposited until vendor is accepted. To pay by credit card, check Credit Card via Square Invoice, you will be invoiced following acceptance into the festival.

The Downtown Troy BID will not accept personal checks from any vendor who has had a check returned for insufficient funds. Payment from these vendors must be made via certified check, money order or credit card via Square Invoice.

If your application is not accepted, your payment will be voided and a copy of the payment with be sent via email. Cash will be returned in the mail or in person.

NOTES: Requests for specific spaces will be fulfilled to the best of our ability.

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## Application Checklist

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

- Application filled out completely.
- Payment included with application.
- Policies and procedures read and signed.
- At least one (1) digital or physical photo with description of setup and/or inventory included.
- Food Vendors: Proof that you have obtained a food permit from the Rensselaer County Department of Health.

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Applications can be sent by email to [info@troybid.org](mailto:info@troybid.org) or hand delivered or mailed to 102 Third St, Troy NY 12180

Make all checks payable to the Downtown Troy Business Improvement District. Payment will not be deposited until vendor is accepted. To pay by credit card, check Credit Card via Square Invoice, you will be invoiced following acceptance into the festival.