2nd Annual Hot Chocolate Stroll

Vendor Application

102 Third St, Troy, NY 12180 downtowntroy.org

Dear Troy Hot Chocolate Stroll Applicant,

This year we celebrate the 2nd Annual Troy Hot Chocolate Stroll on Friday February 23rd from 5PM-9PM. We anticipate a large crowd for this Troy Night Out. We will be selling **300 mugs.** Purchase of custom Downtown Troy x Upstate of Mind mugs designed by Compas Life can be purchased online, link to follow in an email. Mug & passport pick up will be available at Upstate of Mind located at: 33 2nd St. Suite 1, Troy NY 12180 to kick off the Stroll!

We are currently accepting applications for vendors to fill Troy Night Out with high quality, diverse offerings. To participate in the Hot Chocolate Stroll, restaurants can sell at least one 4 oz. sample of hot chocolate of their choice for \$2 for regular and \$5 for a boozy offering to people without mugs. Participants with a mug will receive one free hot chocolate at every participating business.

Based on the success of last year's event, we will not charge a fee to participate, and we will help cover the expense of your regular hot chocolate and additional staff you require that night.

We will provide a stipend of \$200.

Each individual business is responsible for their own sales and keeps all their own proceeds. Businesses are welcome to sell additional items alongside their hot cocoa offerings – a premium product, larger cup of hot chocolate, etc. – as well as have their establishments open for regular business.

Personal discretion for amount of beverage needed based on past events is recommended. This is set up as an after-work shopping, dining, and strolling Troy Night Out so keep that in consideration.

Please provide as much information as possible so we easily understand your setup and inventory. For your application to be accepted, it must be received no later than **Friday**, **February 16**.

On behalf of the Downtown Troy BID, we look forward to receiving your application for the Hot Chocolate Stroll! If you have any questions regarding the application process, please contact the Downtown Troy BID by email info@troybid.org

Sincerely,

Piper Gregory

Communication Manager Downtown Troy Business Improvement District

INFORMATION SHEET

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

General Information

- The 2nd Annual Troy Hot Chocolate Stroll from **5 p.m. to 9 p.m.** celebrated citywide in participating local restaurants.
- Vendors may prepare as many hot chocolate varieties as they like if each vendor offers guests WITHOUT
 A MUG \$2 per 4 oz. sample of non-alcoholic and \$5 per 4oz sample of boozy hot cocoa.
- All mug holders will receive a FREE non-alcoholic hot chocolate at EVERY participating business.
- If you are in the Downtown Troy BID district, you may vend from your restaurant / storefront. If this is the case, there should be a space designated for Hot Chocolate Stroll samples, separate from other customers.
- Vendors are responsible to procure any **cups**, **napkins**, **and necessary supplies to make their hot chocolate**. The serving size for each hot chocolate sample is 4 oz or up to your own discretion
- Vendors are allowed to sell other food items, desserts, sweets, and beverages, as well as remain in regular operation.
- Mug holders will be permitted one free sample of non-alcoholic sample at each participating business. The mug size is 12oz. We have 300 mugs to sell and we will alert the businesses the week leading up to the event how many to expect.

Application Deadline & Selection Procedure

- Application Deadline: Friday, February 16
- 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 a _l	pplicant must provide the following information with his or her submission.
	☐ Application filled out completely.
	☐ Payment included with application.
	☐ Food Vendors: Proof that you have obtained a food permit from the Rensselaer County Department of Health.

Applications can be sent by email to **info@troybid.org**, hand delivered or mailed to 102 Third Street, Troy, NY 12180. Once application is received, we will send a 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

CONTACT INFORMATION Name: Work/Home #: Instagram: Restaurant / Organization Name: Email: Address: Day of Contact If Different Than Above: Website: Facebook: Twitter: HOT CHOCOLATE YOU WILL BE SERVING: SIGNATURE REQUIRED