

## Stratford's Main Street Festival Vendor Information

***Please review thoroughly***

The Stratford Rotary Club and The Milford Bank are sponsoring the “**Stratford Main Street Festival,**” an annual town-wide event celebrating the many organizations, programs, and services the Town of Stratford offers.

We especially want to thank the Town of Stratford departments for providing the many public services that make this event safe, clean, and successful.

We invite all organizations and vendors (profit & non-profit) to promote their work, boost their outreach and funds, and provide a day of fun and pleasure for people of all ages.

**The event will always be on the first Saturday in June from 10:00 am to 4:00 pm, Rain or Shine.**

**Location:** Booths are located in the street payment along Main Street, West Broad Street, and Stratford Avenue. Because of this, tents must use **tent weights or sandbags**. Tent stakes are prohibited.

**Registration and payments** can be made online at [www.stratfordmainstreetfestival.com](http://www.stratfordmainstreetfestival.com) or by mail.

Space assignments, maps, and parking passes will be emailed by the Thursday before the event.

**Checks are payable to *Stratford Main Street Festival***. For more information, visit our website. If you have any questions, please call Stephanie (203) 203 257-4516 or Pat (203) 257-2569

### *Mailing Address only:*

Stratford Main Street Festival  
7365 Main Street, #205, Stratford, CT 06614

[www.stratfordmainstreetfestival.com](http://www.stratfordmainstreetfestival.com)  
[info@stratfordmainstreetfestival.com](mailto:info@stratfordmainstreetfestival.com)

## **Vendor Set-Up, Parking, Electricity, and Food Guidelines**

### **Set-Up Time: 7:00–9:00 AM**

Vendors may begin setting up at **7:00 AM**. **Main Street closes to vehicles at 7:00 AM sharp**, so arrive early. Access is only for drop-off, vehicles cannot remain in the street during setup. Vendors are responsible for bringing their own **tables, chairs, signage, and supplies**.

### **Vehicle Access & Parking**

Vehicle access reopens at **5:30 PM**. Limited vendor and handicapped parking is available in the **front lot of the Baldwin Center**. A parking permit must be **clearly displayed** on your dashboard during the event.

### **Electricity**

Is limited and costs **\$35.00**. It must be requested on the application. Power is only available on **Main Street between West Broad St. and Sterling House** via a town generator. Apply early to secure an electric booth.

### **Food Permits**

Vendors selling eatable or **prepackaged food** (candy, baked goods, spices, coffee, teas, sauces, etc.) must get approval from the **Stratford Health Department**. All food vendors must obtain a **Temporary Food & Beverage License** online at [stratfordct.viewpointcloud.com](http://stratfordct.viewpointcloud.com) or call **203-385-4090**. Festival **space reservations are required** in addition to the permit.

### **Certificate of Insurance (COI)**

All food vendors must provide a **COI** listing the **Rotary Club of Stratford** (7365 Main St. #205, Stratford, CT 06614) as the **Certificate Holder**, with at least **\$1,000,000 in general liability coverage** (including Products – Comp/OP AGG). COIs are often available at no cost from your homeowner's or business insurance provider.

**Vendors without a COI may be denied participation.**

## General Vendor Guidelines – Please Read Carefully

### A. Booth Boundaries

All activity and materials must stay within your 10' x 10' booth. Vendors may not walk the festival handing out materials. Non-vendors doing so will be asked to leave.

### B. Booth Size & Setup

Booths are 10' x 10' and located on Main St., West Broad St., and Stratford Ave. All tents must be secured with weights. Tents, tables, and chairs are not provided. Rentals available through MitchCo Tent & Party Rentals, Stratford: (203) 556-9445. Vendors exceeding their space will be asked to leave without a refund.

### C. Clean-Up

Vendors are responsible for cleaning their area. Bring water and small trash containers for use inside your booth.

### D. Space Assignments & Food Vendors

Returning vendors receive **priority space assignments**. Only **30 electrical spots** are available. We also aim to avoid over-saturating the festival with similar products or services. Late registrations will be placed at the **end of the layout**.

### E. Electrical Use and Wiring Safety

Only outdoor, grounded, heavy-duty, three-pronged, UL-approved cords are allowed. No indoor or damaged cords. The Fire Department will inspect all connections. **Bring up to 100 feet of cord and power strip**. Ground cords must be covered with rubber mats, rug runners, or duct tape.

### G. Conduct

No smoking or alcohol in booths. Pets must be leashed and controlled. Shirts and footwear are always required.

## Food Vendor Requirements – Please Read Carefully

#### 1. Application Deadline:

Food vendors must submit a complete application—including fees and Certificate of Insurance—at least **one week before the event**. Fees are non-refundable.

#### 2. Certificate of Insurance (COI):

A **COI is required** from all food vendors and must be submitted before the event. Vendors who do not provide a COI **are at risk of being denied participation**.

#### 3. Health Department License:

All food vendors need a valid **Temporary Food License** from the Stratford Health Department. **Cottage Food Licenses** may be accepted with approval. Call **(203) 385-4090** with questions.

- Apply online at: <https://stratfordct.viewpointcloud.com/categories/1073/record-types/6389>.
- **Submission Timeline:** Applications are due **10 business days** before the event. Late fees: **\$25** after the deadline, **\$50** if fewer than 3 days remain. Late submissions may be denied
- **Inspections:** The Health Department will inspect vendors on-site. Your approved temporary license **must be visible**.

#### 4. Cooking Requirements:

- **Fire extinguishers** are required for all cooking booths.
- **Gas grills are allowed** but may not be placed under tents or canopies.
- The **Fire Department** will inspect extinguishers and grills on event day.

#### 5. Electricity:

Vendors must bring their own **generators** if electricity is needed. Ice is **not guaranteed** to be available.

#### 6. Clean-Up & Disposal:

- Leave your space clean at the end of the day.
- **Dumping oil or cooking waste is strictly prohibited** and will be reported to the police.

## **Stratford Main Street Festival Fulfillment Policy**

### **Refund Policy:**

All application fees are non-refundable. In the event of a State or Federal mandate requiring cancellation of the Stratford Main Street Festival, 50% of the application fee (excluding merchant processing fees) will be reimbursed.

### **Shipping & Delivery Policy:**

The Stratford Main Street Festival does not accept responsibility for the shipping, delivery, or receipt of any vendor materials. Vendors are solely responsible for bringing and managing their own equipment and merchandise on the day of the event.

### **Cancellation Policy:**

The Stratford Main Street Festival will proceed as scheduled and will only be canceled or postponed if required by State or Federal authorities. No other cancellations will be honored.

### **Loss or Damage Policy:**

The Stratford Main Street Festival is not responsible for any loss, theft, or damage to vendor property, materials, merchandise, or equipment during the event. Vendors are encouraged to take appropriate precautions and insurance measures to protect their belongings.

### **Weather Policy:**

The Stratford Main Street Festival is a rain-or-shine event. No refunds will be issued due to weather-related conditions unless the event is officially canceled by State or Federal authorities.

### **Vendor Responsibilities:**

Vendors are responsible for setting up and dismantling their booths within designated timeframes and must comply with all local health, safety, and permitting requirements. All tents must be secured with proper weights, and booth displays must remain within the assigned space.

### **Product Exclusivity:**

We welcome a diverse marketplace and do not guarantee or verify product exclusivity. Vendors with similar or identical products may be accepted.

### **Health & Safety Compliance:**

All vendors must comply with local health department regulations. Food vendors must obtain and display the required temporary food permits issued by the Stratford Health Department.