



## West Milford Autumn Lights Festival Sponsorship Opportunities

**“TEMPORARY 2018 LOCATION”**

**RIDGE RD. TO THE FIREHOUSE**

<b>Presenting Sponsor – “Only 1 Opportunity Available”*</b>	<b>\$ 5,000</b>
<p><b>Exclusivity</b> sponsorship will include:</p> <ul style="list-style-type: none"> <li>• <b>Company name synonymous with the Autumn Lights Festival</b></li> <li>• Name and company logo on event banner, and on our web-site including link to your company website</li> <li>• Logo included in all press and media (before &amp; after festival) and on banners</li> <li>• Promote company on all press on local WM Channel 77</li> <li>• 10’ X 30’ Event space located on event midway (premium placement at event)</li> <li>• Company logo on promotional tee shirts</li> <li>• Guaranteed mention of company and sponsorship minimum of (10) times per day by event MC.</li> <li>• One color logo imprint on promotional item to be distributed during festival.</li> <li>• Right to display your banner at three locations within the event (sponsor to provide)</li> <li>• Full page Ad in ALF Festival visitors guide</li> </ul> <p><i>* Please check to see if this opportunity is still available</i></p>	
<b>Level I Sponsor</b>	<b>\$ 3,000</b>
<p>Sponsorship will include:</p> <ul style="list-style-type: none"> <li>• Name and company logo on event banner, logo on website including link to your company website</li> <li>• Company logo included in all press and media</li> <li>• 10’ X 20’ prime event space located on event midway (premium placement at event)</li> <li>• One color company logo on promotional tee shirts</li> <li>• Guaranteed mention of company and sponsorship announced minimum of ( 5 ) times per day by event MC</li> <li>• Promote sponsor in press on local WM Channel 77</li> <li>• Full page Ad in ALF Festival visitors guide</li> </ul>	
<b>Level II Sponsor</b>	<b>\$ 2,500</b>
<p>Sponsorship will include:</p> <ul style="list-style-type: none"> <li>• Name and company logo on event banner, logo on website including link to your company website</li> <li>• Company logo included in all press and media</li> <li>• One color logo imprint on promotional event tee shirt</li> <li>• Guaranteed mention of company and sponsorship announced minimum of ( 3 ) times per day by event MC</li> <li>• 10’ x 20’ prime event space</li> <li>• ½ page Ad in ALF Festival visitors guide</li> </ul>	
<b>Trolley Sponsor – “Only 1 Opportunity Available”*</b>	<b>\$2,500</b>
<p>Sponsorship will include:</p> <ul style="list-style-type: none"> <li>• Name and company logo on event banner, logo on website including link to your company website</li> <li>• Company logo imprint on all press and media</li> <li>• One color logo imprint on promotional event tee shirt</li> <li>• Guaranteed mention of company and sponsorship announced by event MC with services provided by sponsorship</li> <li>• Promote sponsor in press on local WM Channel 77</li> <li>• 10’ x 10’ event space</li> <li>• ½ page Ad in ALF visitors guide</li> </ul> <p><i>* Please check to see if this opportunity is still available</i></p>	
<b>Level III Sponsor</b>	<b>\$ 2,000</b>
<p>Sponsorship will include:</p> <ul style="list-style-type: none"> <li>• Name and company logo on event banner, logo on website including link to your company website</li> <li>• Company logo included in all press and media</li> <li>• One color logo imprint on promotional event tee shirt</li> </ul>	



**24th Annual West Milford Autumn Lights Festival**  
**Saturday, October 13<sup>th</sup>, 2018 – 10:00am – 5:00pm**

(Heavy Rain Date: Sunday, October 14<sup>th</sup>, 2018)

Website: [www.autumnlightsfestival.com](http://www.autumnlightsfestival.com)

**“NEW LOCATION”**

<ul style="list-style-type: none"> <li>• Promote sponsor in press on local WM Channel 77</li> <li>• 10' X 10' event space</li> <li>• ½ page Ad in ALF Festival visitors guide</li> </ul>	
<b>Market Bag Sponsor – “Only 1 Opportunity Available”*</b>	<b>\$1,500</b>
Sponsorship will include: <ul style="list-style-type: none"> <li>• Company logo on website including link to your company website</li> <li>• Company logo on all press and media</li> <li>• One color logo imprint on promotional market bags</li> <li>• One color logo imprint on promotional event tee shirt</li> <li>• 10' x 10' event space</li> <li>• ¼ page Ad in ALF visitors guide</li> </ul> <p><i>* Please check to see if this opportunity is still available</i></p>	
<b>Greenfest Sponsor</b>	<b>\$1,000</b>
Sponsorship will include: <ul style="list-style-type: none"> <li>• Company logo on website including link to your company website</li> <li>• Company logo on all press and media</li> <li>• One color logo on event promotional t-shirt.</li> <li>• ¼ page Ad in ALF visitors guide</li> </ul>	
<b>General Sponsor</b>	<b>\$500</b>
Sponsorship will include: <ul style="list-style-type: none"> <li>• Company logo on website including link to your company website</li> <li>• Company logo on all press and media</li> <li>• ¼ page Ad in ALF visitors guide</li> </ul>	



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Website: [www.autumnlightsfestival.com](http://www.autumnlightsfestival.com)

**"NEW LOCATION"**

West Milford Autumn Lights Festival  
 1480 Union Valley Road, West Milford, NJ 07480

E-mail: [info@autumnlightsfestival.com](mailto:info@autumnlightsfestival.com)

Website: [www.autumnlightsfestival.com](http://www.autumnlightsfestival.com)

Received: _____
Check #: _____
Amount: _____
Space: _____
Sponsor Level:
_____

**SPONSORSHIP CONTRACT**

Please return the following documents with your sponsorship contract:

- COMPLETED 2018 GENERAL RELEASE (ATTACHED)**
- LEVEL OF SPONSORSHIP**
- CHECK MADE PAYABLE TO: "TOWNSHIP OF WEST MILFORD"**
- COMPLETE HOLD HARMLESS AGREEMENT (Required for Exhibiting\*)**

Name of Business					
Contact person					
Street Address					
City		State		Zip	
Telephone		Cell			
E-mail					
Sponsorship Level	<input type="checkbox"/> Presenting Sponsor <input type="checkbox"/> Level I Sponsor <input type="checkbox"/> Level II Sponsor <input type="checkbox"/> Trolley Sponsor <input type="checkbox"/> Level III Sponsor <input type="checkbox"/> Greenfest Sponsor <input type="checkbox"/> Promotional Bag Sponsor <input type="checkbox"/> General Sponsor				

***ALF does not provide tents, tables/chairs or electric.***

If you have any questions, please e-mail us at [info@autumnlightsfestival.com](mailto:info@autumnlightsfestival.com).



**24th Annual West Milford Autumn Lights Festival**  
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Website: [www.autumnlightsfestival.com](http://www.autumnlightsfestival.com)

**"NEW LOCATION"**

**2018 GENERAL RELEASE**

(Vendor/Business Name) \_\_\_\_\_ has agreed to sponsor part of the 24<sup>th</sup> Annual Autumn Lights Festival for the sum of \$ \_\_\_\_\_ non-refundable and in consideration thereof agrees to indemnify and hold harmless the Township of West Milford, its employees, and all participating committees and volunteers from any and all damages, claims, liabilities or judgments arising from the undersigned's activities engaged in during the dates above including but not limited to the reimbursement of any and all costs of litigation, including reasonable attorney's fees incurred in defense of an action against the Township of West Milford. My signature verifies that I have read and am in agreement with the rules and regulation set forth in this contract.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**THIS INFORMATION MUST BE COMPLETED FOR ALL SPONSORS**

Contact information for person responsible for marketing information  
(i.e. artwork, logo, Ad, script, etc)

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

\_\_\_\_\_  
Phone:

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

\_\_\_\_\_  
Script for announcements of products/services or special offers:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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Website: [www.autumnlightsfestival.com](http://www.autumnlightsfestival.com)

**"NEW LOCATION"**

**Hold Harmless Agreement & Insurance Requirements**

**For use of Township of West Milford Property or facilities**

For and in consideration of the use/rent of Ridge Road A.L.F.,

West Milford, NJ 07480.

On the following dates: Saturday, October 13<sup>th</sup>, 2018, for the purpose of: the 24<sup>th</sup> Annual West Milford Autumn Lights Festival, **the undersigned agrees to indemnify and hold harmless the Township of West Milford its officials, agents, and employees and/or volunteer workers** from any and all injuries, damages, liability, claims, costs and attorney's fees arising out of the use of said premises or property referenced including any losses or damages arising from the acts or omissions of any family member, agent, vendor, guest, participant, visitor, employee, servant or other person attending or working the event herein referred to.

This Agreement shall remain in full force and effect for any continued, additional or postponed date(s) for event indicated.

The Township of West Milford reserves the right to cancel or interrupt the event if the representations set forth herein and on application, or guidelines for use of said property are not adhered too or if the Township determines that a situation that might lead to personal injury, property damage or violation of law exists.

Type of Organization (check one):

Individual  LLC  Partnership  Non-Profit  Corporation  Public Entity

\_\_\_\_\_  
Name of Individual or Organization

\_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_  
Position Telephone #

\_\_\_\_\_  
Address (physical address, not PO Box)

X \_\_\_\_\_  
Authorized Signature Date

\_\_\_\_\_  
Print Name E-mail



# 24th Annual Autumn Lights Festival

**“TEMPORARY 2018 LOCATION”**

**RIDGE RD. TO THE FIREHOUSE**

## Food Vendor Contract

Event date: Saturday, October 13, 2018 (Heavy rain date: Sunday, October 14, 2018)

Thank you for choosing to exhibit as a food vendor at the 24th Annual West Milford Autumn Lights Festival.

The Autumn Lights Festival works to ensure that there is a diverse range of vendors, civics, and food at the festival. We cannot however guarantee that any one or all the products from your offering will be unique to the festival. **The new route of the street festival spans down Ridge Road to the Firehouse and various lots along the way.** The duplication of some offerings is needed to serve over 20,000 people.

Vendor registration dates:

**Until June 1, 2018** – Vendors who participated in the 2017 Autumn Lights Festival will have first option to the new spots that will be assigned on a first come first served basis.

**June 4, 2018 thru August 31, 2018** – Open registration. Spaces not requested by returning vendors **WILL BE** assigned to new vendors. No exceptions.

To streamline your registration process, please use the checklist below. Each of the required items is listed to ensure all necessary information has been submitted with your contract. **NOTE: If all the necessary information is not received with your registration contract, your paperwork will be returned to you and you will not be registered for the event.**

**RETURN THE FOLLOWING DOCUMENTS WITH YOUR REGISTRATION CONTRACT (ALL DOCUMENTS MUST BE SUBMITTED OR CONTRACT WILL BE RETURNED):**

- COMPLETED 2018 GENERAL RELEASE
- \$190.00 CHECK MADE PAYABLE TO: “TOWNSHIP OF WEST MILFORD” REPRESENTING PAYMENT FOR FOOD PERMIT (\$40) AND SPACE (\$150 PER 10’ X 10’ SPACE) EACH ADDITIONAL SPACE IS \$150.
- COMPLETE HOLD HARMLESS AGREEMENT
- WM TOWNSHIP TEMPORARY RETAIL FOOD ESTABLISHMENT APPLICATION
- CERTIFICATE OF INSURANCE (ALL FOOD VENDORS MUST SUBMIT)

If you have any questions, please e-mail us at [info@autumnlightsfestival.com](mailto:info@autumnlightsfestival.com).

Thank you for your cooperation and we look forward to having you as one of our vendors!



# 24th Annual Autumn Lights Festival

**“TEMPORARY 2018 LOCATION”**

**RIDGE RD. TO THE FIREHOUSE**

## FOOD VENDOR REGISTRATION

In cooperation with the Township of West Milford

Autumn Lights Committee

1480 Union Valley Road, West Milford, NJ 07480

E-mail: [info@autumnlightsfestival.com](mailto:info@autumnlightsfestival.com)

Website: [www.autumnlightsfestival.com](http://www.autumnlightsfestival.com)

Received: \_\_\_\_\_

Conf : \_\_\_\_\_

Check #: \_\_\_\_\_

Amount: \_\_\_\_\_

# of  
Spaces: \_\_\_\_\_

Space Location:  
\_\_\_\_\_

**EVENT:** A Celebration of West Milford! The 24th Annual Autumn Lights Festival is capitalizing on its success and growth. The Festival will feature local vendors & craftsmen, 4H Exhibits, Carnival rides& games, food court, local bands, and many local business displays and so much more. . .

**DATE:** **Saturday, October 13<sup>th</sup>, 2018 10am - 5pm** (Set-up begins at 7:00am)  
(Heavy rain date: Sunday, October 14<sup>th</sup>)

**PLACE:** **Ridge Road, Behind Town Hall past the Firehouse**

**COST:** \$190.00 (non-refundable) for 10' X 10' space and Temporary Food Handlers License (attached) included with the Food Vendor Agreement. Additional space is available in 10' spaces for \$150 for each additional 10'.

Check made payable to: **“Township of West Milford”**

Complete bottom portion, Hold Harmless Agreement, sign & date release on page 2, complete the Temporary Food Handlers application and mail with check to:

**West Milford Autumn Lights Festival Committee**

**1480 Union Valley Road**

**West Milford, New Jersey 07480**

FOOD VENDOR REGISTRATION					
Name of Business/Vendor					
Contact person					
Street Address					
City		State		Zip	
Telephone		Cell			
E-mail					
Food Product description					



24th Annual Autumn Lights Festival  
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*DEADLINE: All contracts must be received by: August 31, 2018*





# 24th Annual Autumn Lights Festival

## **“TEMPORARY 2018 LOCATION”**

### **RIDGE RD. TO THE FIREHOUSE**

#### **Food Vendor Registration**

- 10' X 10" space will be provided (larger spaces are available, please contact us for info).
- Sellers must provide tables, chairs, and tents. All garbage must be put into dumpsters.
- Canceled check serves as your receipt.
- No refunds are available and we do not guarantee locations.
- Electric and Water is **NOT** available (generators allowed with fire department prior approval and permit).
- We are not responsible for lost, stolen or broken merchandise.
- The event is open to sellers of varied food types (subject to approval)
- No alcoholic beverages, fireworks, pornographic/sexual material, or offensive material, etc. (ALF Committee reserves the right of refusal to participate).
- Food Vendors must provide all necessary permits as required by law.
- All necessary permits/licenses from the Township of West Milford Board of Health are included in this packet. All documents must be submitted well in advance of the event and must be posted day of the event.
- Contact the West Milford Board of Health Department at (973) 728-2720 for food handling questions. The Board of Health officials will be inspecting all food vendors the morning of the event. ***ALL permits must be in place by September 1<sup>st</sup>.***
- **Contact West Milford Fire Department at (973) 728-2840 to obtain the necessary guidelines and permits for propane, generators, and other equipment.**
- A valid Certificate of Liability Insurance must be submitted naming "West Milford Township" as loss payee. ***THIS MUST BE SUBMITTED WITH YOUR CONTRACT.***
- There is limited space for this event therefore the ALF Committee reserves the right to limit or refuse duplicate vendors. (Space assignment will be on first come first serve basis for duplicate vendors/businesses)
- Limit 2 cars per space per drop off. Additional cars will be directed to designated public parking areas.
- ***DEADLINE FOR ALL VENDOR/BUSINESS CONTRACTS IS August 31<sup>ST</sup>, 2018.***



# 24th Annual Autumn Lights Festival

**“TEMPORARY 2018 LOCATION”**

**RIDGE RD. TO THE FIREHOUSE**

## 2018 FOOD VENDOR GENERAL RELEASE

(Vendor/Business Name) \_\_\_\_\_ has agreed to rent booth space as part of the 24th Annual Autumn Lights Festival for the sum of \$ 150.00 per 10'x10' space + \$40 for food permit non-refundable and in consideration thereof agrees to indemnify and hold harmless the Township of West Milford, its employees, and all participating committees and volunteers from any and all damages, claims, liabilities or judgments arising from the undersigned's activities engaged in during the dates above including but not limited to the reimbursement of any and all costs of litigation, including reasonable attorney's fees incurred in defense of an action against the Township of West Milford. My signature verifies that I have read and am in agreement with the rules and regulation set forth in this contract.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



# 24th Annual Autumn Lights Festival

**“TEMPORARY 2018 LOCATION”**

**RIDGE RD. TO THE FIREHOUSE**

## Hold Harmless Agreement & Insurance Requirements

For use of Township of West Milford Property or facilities

For and in consideration of the use/rent of Ridge Road A.L.F.,  
West Milford, NJ 07480.

On the following dates: Saturday, October 13<sup>th</sup>, 2018, for the purpose of: the 24<sup>th</sup> Annual West Milford Autumn Lights Festival, **the undersigned agrees to Indemnify and hold harmless the Township of West Milford its officials, agents, and employees and/or volunteer workers** from any and all injuries, damages, liability, claims, costs and attorneys fees arising out of the use of said premises or property referenced including any losses or damages arising from the acts or omissions of any family member, agent, vendor, guest, participant, visitor, employee, servant or other person attending or working the event herein referred to.

This Agreement shall remain in full force and effect for any continued, additional or postponed date(s) for event indicated.

The Township of West Milford reserves the right to cancel or interrupt the event if the representations set forth herein and on application, or guidelines for use of said property are not adhered too or if the Township determines that a situation that might lead to personal injury, property damage or violation of law exists.

Type of Organization (check one):

Individual  LLC  Partnership  Non-Profit  Corporation  Public Entity

\_\_\_\_\_  
Name of Individual or Organization (PLEASE PRINT)

\_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_  
Position Telephone #

\_\_\_\_\_  
Address (not PO Box)

X \_\_\_\_\_  
Authorized Signature Date



24th Annual Autumn Lights Festival  
**"TEMPORARY 2018 LOCATION"**  
**RIDGE RD. TO THE FIREHOUSE**

PRINT Name

E-mail



# 24th Annual Autumn Lights Festival

**TEMPORARY 2018 LOCATIONS**

**RIDGE RD. TO THE FIREHOUSE**



## Township of West Milford

### Department of Health

1480 Union Valley Road, West Milford, NJ 07480-1303

(973) 728-2720 Fax: (973) 728-2847

[Health@westmilford.org](mailto:Health@westmilford.org)

### AUTUMN LIGHTS FESTIVAL

### TEMPORARY RETAIL FOOD ESTABLISHMENT APPLICATION

Trade Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_ Tel#: \_\_\_\_\_

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

Permanent Food Establishment Name & Address: \_\_\_\_\_

\_\_\_\_\_ (Copy of permanent Retail Food

Establishment License and inspection report required if **not** located in West Milford Township.)

*As per N.J.A.C. 8:24-3.2 (a)2. Food prepared in a private home shall not be used or offered for human consumption in a retail food establishment. (Exception: Nonprofit Bake Sales)*

List the foods that will be sold and preparation method:

Food Item: \_\_\_\_\_ Prep. Method: \_\_\_\_\_

Food Item: \_\_\_\_\_ Prep. Method: \_\_\_\_\_

Food Item: \_\_\_\_\_ Prep. Method: \_\_\_\_\_

Food Item: \_\_\_\_\_ Prep. Method: \_\_\_\_\_

Food Item: \_\_\_\_\_ Prep. Method: \_\_\_\_\_

Source of ice: \_\_\_\_\_

Source of water: \_\_\_\_\_

What equipment will be used to maintain food temperatures at or below 41 degrees F? \_\_\_\_\_

What equipment will be used to maintain food temperatures at or above 135 degrees F? \_\_\_\_\_



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(A continuous, consistent heat source such as that from gas or electric equipment is required NO wood, charcoal, or sternos.)

Source of electricity if provided? \_\_\_\_\_

In the following space, provide a layout drawing of the Temporary Food Establishment. Identify and describe all equipment including cooking and cold holding equipment, handwashing facilities, work tables, dishwashing facilities, food and single service storage, garbage containers, and customer service areas.

- Handwashing facilities must be provided at your booth. A 5-gallon insulated container of warm water (100 degrees F.) with spigot that can lock in the open position, a wastewater bucket, soap & paper towels are required.
- Overhead protection (tents) and dust and mud control for dirt or gravel areas (mats, platforms or mulch) must be provided.
- A stem-type thermometer is required if you serve potentially hazardous food
- **Application must be submitted at least *two (2) weeks* prior to the event**

***As per the Code of the Township of West Milford Chapter 163-2: It shall be unlawful for any person to conduct a retail food establishment without complying with all the provisions of the retail food establishment provisions of the State Sanitary Code as set forth in N.J.A.C. 8:24-1.1 et seq.***

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date: