

Darien Sidewalk Sales & Family Fun 2021 Rain or Shine

Wednesday July 28th- Saturday July 31st

What the Darien Chamber of Commerce provides: all permissions and permits (see * at bottom of page)
 Sidewalk Sales Advertising- Ad notes on the cover of Stamford and Norwalk, inserts in Darien and New Canaan newspapers Digital banner ad with 200,000 impressions in the same 4 towns. Social media advertising through Noble House Media for the two weeks prior and the week during Sidewalk Sales.

	Member	Non-Member
Participation Fee	\$250	\$500
Non-Profit Fee	\$180	\$350

Darien Sidewalk Sales is a 4 day commitment. All vendors must be present from 10am to 5pm all 4 days.

Order tables/chairs/tents DIRECTLY from Norwalk Tent- ASK FOR THOMASSENA by July 1st at 203-249-2069 or email greene2484@optimum.net for Darien Chamber Discount. You are under no obligation to use Norwalk Tent. Delivery and pickup no cost. Set up of tents will be Tuesday, July 27th.

Terms: Full payment due prior to set up

	Size of tent	Sidewall \$1.00 per foot	Prices forTtent
		8ft	
Tent	10x10	20FT	\$140
Tent	10x20	30FT	\$300
Tent	10x30	40FT	\$350
Tent	12x12	24FT	\$165
Tent	14x14	28FT	\$225
Tent	16x16	32FT	\$250
Tent	20x20	40FT	\$375
Chairs			\$1
Tables			\$10

NAME: _____ NAME OF COMPANY: _____
 Website: _____ Phone: _____ Email: _____ Participation
 Fee _____

Payment Type **(Circle one)** Check to: Darien Chamber **Visa/MC**: Chamber will email you secure online payment link. **Please mail (320 Boston Post Road, Suite 180-169, Darien CT 06820) or scan and email office@DarienCTChamber.com** Payment for participation is needed by June 26th, 2021 in order to be included in the advertising. If you have any questions, call 203-655-3600 or email office@DarienCTChamber.com. **PLAN NOW TO PARTICIPATE IN THE SALES**

The planning and effort you put into this event will lead to profits and new customers for you

CHAMBER'S ROLE*:

The Chamber obtains town permits, ensuring that parking regulations, zoning restrictions and restrictions against obstructing the sidewalk are not enforced during the sidewalk sales. The Chamber insures the event, and our liability insurance only covers pre-registered participants. AS ONLY REGISTERED PARTICIPANTS ARE COVERED BY THESE PERMITS, THE TOWN WILL NOT ALLOW OUTSIDE SALES BY STORES OR OTHER VENDORS WHO DECIDE TO TAKE PART WITHOUT GOING THROUGH THE REGISTRATION PROCESS. DCC IS REQUIRED BY DPD AND PD&Z TO SHUT DOWN ANY NON-COMPLYING SWS VENDOR

ADDITIONAL NOTES FOR DARIEN SWS PARTICIPANTS

- Please Note: A participating business is only allowed to promote that same business from the outside of their location or tent. If another business is promoted outside, that business will have to pay the full participation fee.
- Only the DCC can give permission for any company, non-profit or individual to exhibit or be involved in Sidewalk Sales
- In the week before and on the days of the Darien Sidewalk Sales, the wording "Sidewalk Sales" can only be used by paying participants. If a merchant uses this terminology in any signage outside or inside their Darien location, (whether a chamber member or not) implies participation in this town-wide event coordinated by the Chamber and therefore should pay the fee.
- Every SWS merchant is to provide a trash can outside at their shopping area