

2017 HOLIDAY in the HILLS

Merchant Opportunities

Vestavia Hills Holiday Shopping Weekend November 16-18

In an effort to promote shopping local for the holidays, we are organizing a Holiday Shopping/Open House Weekend for Vestavia Hills merchants on November 16-18. Merchants are invited to participate with a sale/promotion of their choosing. If you are interested in participating, please fill out the form on the following page with the details of what you will be offering. We will promote it on our website, the Chamber and Holiday in the Hills facebook pages and emails to our members and our Vestavia Hills email list. Businesses that sign up by October 6, will have their name included in the list of merchants in an ad we will be placing in the November Vestavia Voice.

Tree Lighting Festival Booth November 28 6:00-7:30 pm, Vestavia Hills City Hall

Chamber Members can reserve a FREE booth at the Tree Lighting Festival to visit with guests and promote their businesses. Businesses are encouraged to have some type of game, activity or give-away. A 6' table and 2 chairs will be provided. Space is limited and will be reserved on a first come basis. Please complete the form on the following page and return it to the Chamber if you would like a booth.

Vestavia Hills Christmas Parade & Celebration December 10

2:00 pm-4:00 pm, Liberty Park

Businesses are invited to participate in the parade either on foot or with a decorated trailer or vehicle, and/or to have a FREE booth at the Celebration immediately following the parade. The parade begins at the Liberty Park Sports Complex and goes down Liberty Parkway and into the Alston Meadows neighborhood, ending at Alston Meadows Park where the Celebration takes place. The registration forms are on Pages 3 & 4 of this packet.

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Shopping Weekend and Tree Lighting Sign Up
Please fill out and return form by **Friday November 10, 2017**.
1975 Merryvale Road, Vestavia Hills, AL 35216
Fax : (205) 823-8974 Email: chamber@vestaviiahills.org

Please fill in the information for the event(s) you would like to participate in.

Contact Name: _____

Company: _____

Phone: _____ Email: _____

_____ **Holiday Shopping Weekend** (Vestavia Hills businesses only)
What type of sale/promotion will you be offering at your store? _____

_____ **Tree Lighting Festival Booth**

Space is limited and will be reserved on a first come basis.

Will you need access to electricity: Yes _____ No _____

Would you prefer to be inside or outside?: Inside _____ Outside _____

Santa will be inside the building and the tree and performers will be outside on the green.
In case of rain, everything will be moved inside.

What activity or give-away do you plan to have at your booth?: _____

Vestavia Hills Christmas Parade Registration Form

ALL entries must have registration form turned in no later than **December 1st 2017**. Entries may be emailed to chamber@vestaviiahills.org or mailed or hand delivered to: Vestavia Hills Chamber of Commerce, 1975 Merryvale Rd, Vestavia Hills, AL 35216.

NAME OF PARADE ENTRY: _____

Contact Person: _____ Phone: _____

Address: _____

Email: _____

PARADE QUESTIONS CONTACT: Melanie Perry at mperry@vhal.org

Please indicate **ONLY ONE** of the following categories for your entry:

Number of Participants in your entry: _____

_____ **Golf Cart/Decorated Car (only licensed drivers)** _____ **Decorated Truck**
_____ **Float** _____ **Children** _____ **Routine/Performance** _____ **Adults**
_____ **Walkers/Marchers** _____ **Business**
_____ **Vintage/Classic Cars**

**VEHICLES WITH HEAVY EXHAUST ARE NOT ALLOWED IN THE PARADE
COMMERCIAL VEHICLES MUST BE DECORATED**

Entry contact person listed above must read, sign, and abide by the following, and is responsible for insuring the rest of the entry participants understand and abide by the information below. The Vestavia Hills Christmas Parade takes place at **2:00pm** in the afternoon on **Sunday December 10th, 2017**. **Parade walkers must be dropped off in front of the middle school or parents may park at the school and walk them down to the parade staging area. NO VEHICLES WILL BE ALLOWED TO ENTER THE SPORTS COMPLEX UNLESS THAT VEHICLE IS IN THE PARADE.** All entries are expected to check in no later than 1:00 pm in the parking lot of the Sports Complex behind the school. The parade will leave the sports complex parking lot at 2:00 pm and travel down Liberty Parkway to Alston Meadows. No vehicles may be parked at the circle in Alston Meadows. Vehicles must exit out of Alston Meadows when the parade is over—follow the parade route signs. Walkers may stay in Alston Meadows.

DO NOT THROW WATER BALLOONS, CONFETTI OR OTHER LARGE OR HARD OBJECTS OR CANDY DURING PARADE.

WALKERS ONLY may hand out candy or other small items, but they should be handed directly to parade watchers. All floats and other motorized vehicles including golf carts are responsible for having liability insurance, and must be able to provide documented proof of such on the day of the parade.

In consideration of the acceptance of this application, the applicant agrees to defend, indemnify and hold harmless the City of Vestavia Hills, the Liberty Park Homeowner's Association and its members, employees, representatives and agents, from and against any and all liability, loss, cost, damage and expenses, including costs and attorney fees in defense thereof because of actions, claims, or lawsuits for damages resulting from personal or alleged to have been sustained by any person or persons and on account of damage to property, arising or alleged to have arisen directly or indirectly out of or in consequence of the applicant's participation in the Vestavia Hills Christmas Parade.

Contact Person's Signature: _____ DL# _____ Date: _____

*****In the event of inclement weather causing parade cancellation – updates will be posted on the City of Vestavia Hills Government, Vestavia Hills Chamber of Commerce and Holiday in the Hills FaceBook pages and Twitter account (@VestaviaHillsAL).*****

In the event of inclement weather, there is NO PARADE MAKE-UP DATE

**CHRISTMAS CELEBRATION 2017 SPONSOR
DECEMBER 10TH SET UP AT 12PM
(ALSTON MEADOWS PARK IN LIBERTY PARK)**

BUSINESS NAME: _____

ADDRESS: _____

PHONE: _____ CONTACT NAME: _____

EMAIL: _____

_____ I will be selling items for a Vestavia Hills School fundraiser

_____ I will bring my own table and tent to have a booth for give aways or an activity

_____ I will have food or drinks to give away

E-mail forms to: chamber@vestaviiahills.org

Questions? Contact Penny Downes at pennydownes@gmail.com

In consideration of the acceptance of this application, the applicant agrees to defend, indemnify and hold harmless the City of Vestavia Hills, the Liberty Park Homeowner's Association and Liberty Park Joint Venture and their members, employees, representatives and agents, from and against any and all liability, loss, cost, damage and expenses, including costs and attorney fees in defense thereof because of actions, claims, or lawsuits for damages resulting from personal or alleged to have been sustained by any person or persons and on account of damage to property, arising or alleged to have arisen directly or indirectly out of or in consequence of the applicant's participation in the Vestavia Hills Christmas Celebration.

Signature: _____ Date: _____

DETAILS FOR THE DAY

- Set up begins at 12:00 pm in Alston Meadows Park in Liberty Park
- Please bring all items needed for your set up and what you would like to give out. Remember: you will have more traffic at your booth if you have a fun give-away, game or activity for kids.
- Let us know if you have a drawing so we can make the announcement during the Christmas Celebration.
- Unload all items to set up then move your car across the street to the parking lot at the Liberty Park Swimming Pool (on Liberty Parkway) by 1:00 pm
- If you are selling any items, please make sure you have the appropriate business license from the City of Vestavia Hills
- Parade begins promptly at 2:00 pm, so be ready to see people at your booth around 1:30 pm.
- Christmas Celebration is over at 4:00 pm and you may move your car back in Alston Meadows to pack up

Thank you for helping us celebrate the holidays in Vestavia Hills!

** Check the City of Vestavia Hills Government, Vestavia Hills Chamber of Commerce or Holiday in the Hills facebook pages for weather updates, if it looks like rain.

*SORRY THERE IS NO RAIN MAKE UP DATE