



VENDOR APPLICATION

The Alive After Five (AA5) Summer Concert Series Committee invites restaurants and bars in the City of Elmira to participate in the AA5 Summer Concert Series produced by Elmira Downtown Development Inc., (EDD). All events are free to the community to attend. Prospective establishments must complete an application and return it to the EDD office, 311 East Water Street, Elmira, NY 14901, to be considered for participation. Applications will be reviewed and selected by the AA5 Committee.

New this year: We will be asking all participating restaurants and bars within the Business Improvement District (BID) to pay a flat fee of \$1,250. Those residing outside of the BID will pay a \$1,500 fee. This will include all fees for the event, including but not limited to: Music (opening act & headliner), restrooms (2 regular, 1 ADA), marketing, and administrative costs.

Friday Nights

5:00 PM – 9:00 PM

Locations and Dates – To be Determined

Application must be **RECEIVED BY** Elmira Downtown Development:

5:00 PM Thursday, February 18th

Full Payment due upon Committee Approval

Business name: _____

Address: _____

Phone Number: _____

Contact person: _____

Signature: _____ Date: _____

PLEASE SEND:

1. Completed application
2. A compelling letter demonstrating qualifications and reasons that AA5 should be hosted at your establishment.
 - a. **AA5 application submissions have become significantly more competitive in recent years. No late or incomplete applications will be accepted.**

3. A list of (3) bands you would prefer (1st choice will be given to you for bands you have had in the past).
 - a. **EDD pays \$300 for openers and \$400 for headliners. If the band you select request a high fee you are responsible to pay the difference.**

IF your application is selected you are required to submit the following:

4. Certificate of Liability Insurance- minimum \$1 million coverage naming: Elmira Downtown Development as additional insured – 317 East Church Street, Elmira, New York 14901
5. Liquor License / Temporary Permit (Please submit 30 days prior and copy us and Saratoga Eagle when you receive it)

Application Review process will begin immediately after February 18th. All vendors will be contacted with results by February 25th. Approved vendor payments must be received in full by April 25th, 2022.

See table below for estimated cost breakdown of each AA5 date:

Alive After Five Expenses	
Stage/Production	\$ 4000.00
Ed's Heads	\$ 450.00
Average Band Cost	\$ 700.00
Marketing Advertising	\$ 350.00
Cups/Wristbands	\$ 500.00
Administration Time	\$ 225.00
Total Event Cost	\$ 6000.00
2019 Event Fee* (Your Cost)	\$ 1,250.00
2019 Event Fee *(Outside the BID)	\$ 1,500.00
% of Total Costs Establishment Covers	21%
% of Total Costs EDD Covers	79%

*Includes former \$250 event fee

Thank you for your interest in participating in AA5. If you have any questions or concerns, please contact:

Desiree Lopenzo, Event and Marketing Manager

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