



### **Marketing Table Guidelines**

**Contact Information:** [parkadmin@greensborodowntownparks.org](mailto:parkadmin@greensborodowntownparks.org)

**Greensboro Downtown Parks, Inc. (GDPI)** is a 501(c)(3) non-profit organization in partnership with the City of Greensboro and serves as the executive management of LeBauer Park and Center City Park, two active and inviting landscapes in the heart of downtown. The mission of GDPI is to serve as the executive management of Greensboro's downtown parks, focusing on public activation, maintenance, financial well-being and overall vitality.

Bringing over 200,000 annual visitors downtown, the parks host hundreds of programs and events each year. **GDPI appreciates the support of these marketing professionals in making its programs and events successful and aims to continue working with partners who bring high-quality services, a friendly demeanor, effective communication, and professionalism to this working relationship.**

### **Park Locations:**

**LeBauer Park**, 208 N. Davie St. Greensboro, NC 27401

**Center City Park**, 200 N. Elm St. Greensboro, NC 27401

### **Bookings:**

**GDPI books marketing tables on a seasonal basis for programs and events.** An application for events in which marketers are interested is required. Marketers who have met our standards as effective partners will be notified via email at the start of each booking period with the available program/event marketing applications. Marketers are not guaranteed a space at a particular program/event until after the application has been approved by GDPI staff and payment for that confirmed space has been received. New marketers who wish to be included on these email notifications should complete our contact form here:

### **Fees & Payment Policy:**

Marketing fees are determined by the size and scope of the program/event, with particular attention to projected turnout rates based on previous years' attendance numbers. **At the start of each booking season, a pricing will be included on each program/event application listing the fees for marketing at that program/event.** Generally, marketing fees range from \$100 to \$150 per program/event.

Upon submitting preferred marketing dates, each marketer will receive a confirmation of final bookings, a breakdown of fees, and payment options. **GDPI requires marketers to submit payment by the**

**deadline given in advance of the scheduled program/event.** The booking is not confirmed until final payment is received, and GDPI reserves the right to fill the booking with another marketer if payment is not received within the required time frame.

### **Cancellation & Refund Policies:**

**GDPI will only cancel a program/event in the case of severe weather and/or hazardous conditions.**

Programs/events are not cancelled in the event of light rain and/or snow. Cancellations are determined no later than 2 hours before the program/event start time, and vendors will be notified accordingly. In the event of a cancellation by GDPI, marketers will be offered the opportunity for a refund *or* booking credit\* to be put toward another program/event.

**In the event that a confirmed vendor needs to cancel its booking for a given date, GDPI requires notification via email no later than 24 hours in advance of the program/event start time, and a *booking credit\** to be put toward another program/event will be applied to the marketer's account.**

**No refunds will be issued beyond the conditions outlined above.** GDPI aims to treat every marketer fairly, and may work with marketers to issue booking credits\* in special circumstances not outlined in this document. This will be handled by the organization on a case by case basis.

\*Booking credits are good for up to one year after being applied to the marketer's account. The use of this credit is subject to the booking seasons for programs/events and cannot be used to reserve a space at a specific program/event in advance of the booking season.

### **Equipment/Power & Water:**

**All marketers are expected to provide their own setup materials in entirety,** including all tents, tables, chairs, material transport wagons/carts, etc. Tents should be weighted down (staking is not permitted). Barring any specific event/program exceptions designated by GDPI staff, marketers may only park in city garages and/or street parking and may not park in loading zones or private lots. Marketers should expect to have to travel as far as a couple acres from their parking space to the designated event space in the parks with their equipment and materials. All park areas are ADA compliant and accessible by wheelchair, stroller, or wagon.

**Limited marketing spaces with power/water access are available per program/event application.** If a marketer requires access to these resources, they must designate that on each marketing application. Only battery-powered lighting is permitted as part of the marketing setup. Amplified sound (i.e. speakers, boomboxes, etc.) is not permitted.

Park Wi-Fi can be unreliable for business promotion. **Marketers should expect to use a cellular hotspot for all online uses.**

### **On-Site Rules & Regulations:**

- Marketers may not block any fire access lane or prohibit ADA compliant mobility along park pathways.
- Marketers must vacate the event area within one hour of the session's end time.

- Marketers must pick up, remove and dispose of all trash including products spilled on the sidewalk within 10 feet of the vendor's location.
- Any marketer not complying with City, County and State regulations will be immediately closed down and not permitted to return for future events.
- Marketers must comply with all federal, state, and local health and fire regulations.
- Greensboro Downtown Parks, Inc. disclaims any authority of control over the operation of marketers. Marketers assume all rights and responsibilities for the conduct of their operations including, but not limited to: obtaining liability and general coverage insurance for marketing-related activities adhering to all local and state ordinances and regulations.
- Marketers are expected to comply with all other general park rules, which may be found on our website.

**ALL MARKERERS IN THE DESIGNATED AREA MUST NOT:**

- Store, park or leave any equipment/materials overnight.
- Solicit or conduct business with persons other than pedestrians.
- Market anything other than that which the marketer is licensed to market.
- Allow their equipment/materials or any other item to rest upon, against or hang from any building or structure lawfully placed on public property, without the owner's permission.
- Pour waste products, (including hot water and drainage from coolers) down a storm drain.