

# VENDOR 2024



BRINGING THE ARTS TO LIFE

Event Coordinator:

[CommunityEngagement@AllegroCSA.org](mailto:CommunityEngagement@AllegroCSA.org)

[AllegroCSA.org/First-Friday-Warrenton](https://AllegroCSA.org/First-Friday-Warrenton)



## 2024 Themes

April 5 - Cook Off

Band: Mike Parker

May 3 - Celebrating Non-Profits

Band:

June 7 - Fitness/Wellness

Band:

July 5 - Americana Cruise In

Band: Silver Tones Swing Band

August 2 - Back to School

Band: Uncle Drew & the Scoundrals

September 6 - Fall into Fall

Band: Fork in the Road

## All the Details

4:00 - Roads Closed

4:30 - Vendor Set Up

5:00- All vendor vehicles off road

5:30 - Event begins

Beer/Wine Garden Open

6pm - Band begins

9pm - Event end. Must be off the road by 10pm

- Rain or shine event
- No refunds
- Vendor spaces are not transferable to another company

## FIRST FRIDAY FOCUS

We are excited to announce First Friday 2024! As you can see, our months have shifted for this year. Our first event is April this year! Our focus is to bring attention to Old Town Warrenton and its charm.

Visitors will enjoy a fun block party that includes music, food, beer & wine garden, family & kids activities.

This year visitors will enjoy a Cook Off, and an Americana Cruise In.

## GUIDELINES FOR VENDORS

We are looking for vendors who can support our themes. If your business does not naturally support the month's theme, is there an activity you can add?

This year we have added Fauquier based event planner Premiere Hospitality to manage the event. A committee will review all vendor applications.

*Visit [Allegrocsa.org/First-Friday-Warrenton](https://Allegrocsa.org/First-Friday-Warrenton) to request a vendor space.*

*Approval will be sent via email within 24 hours. If approved, you will receive a Square pay link.*

## Costs for 2024

*This marks the 3rd year that First Friday has been an Allegro event. It serves as our yearly fund raising event. Costs from town and other supporting services have continued to go up, causing us to also increase our fees. We are continuing to expand the event with the Beer & Wine Garden, family activities, and live entertainment for all ages to attract an audience sure to come back!*

- \$100 per month
- Insurance: All vendors must provide a Certificate of Insurance naming Allegro Community School of the Arts, Party Maker of Virginia, LLC, and Image Marketing as additional insureds.

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## OLD TOWN MERCHANTS

Our desire is to offer opportunities to our Main Street Merchants, allowing you to promote your business in a manner comfortable to you. Street vendors will be set up within a parking space. Our goal is to have a consistent, full street of a variety of vendors, all Fauquier based businesses & organizations.

1. Don't want to set up outside but still want the promotion? We got you! We will be publishing a Merchant Map that will be promoted on social media. This map will indicate merchants who will be open on First Friday. We will ensure a direct line to your door from the street. A street map will be published 2 weeks prior to the event.
2. If you want a parking space, we are offering this to Old Town St for \$35/event. Commit to all 6, pay for 5. We will be publishing a street map each monthly. Each month's cut off is 2 weeks before the event. Consider committing early we can get you as close to your store as possible. Please understand, this is your space for your business. Vendors spaces are non transferable

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