



**Madison Downtown Development Commission
Hartley Dodge Memorial
50 Kings Road
Madison, NJ 07940**

We are inviting you to join us for **Bottle Hill Day 2016 on Saturday, October 1st**. This event has continued to grow over the last several years and your participation is key to the continued success of this event. In 2015 we expanded the event onto Kings Road and this year that will continue. Additionally, we are very excited to announce that the **2016 Morris & Essex Kennel Club Match Show** and **"My Dog Fun Day"** will take place at Dodge Field on Bottle Hill Day. Also, as in year's past, the **Madison Chamber of Commerce** and **Madison P.B.A. #92** will be hosting their popular annual **Madison Car Show** in conjunction with Bottle Hill Day.

The DDC's objective is to promote economic growth and business development so that Madison's beautiful downtown continues to thrive. Bottle Hill Day was created over thirty years ago to promote the business district. The name originated from Madison's original establishment in 1715 of the village called "Bottle Hill". Over the years, it has grown, evolving into a family, entertainment and community celebration which draws between 10,000 and 20,000 people to the heart of Madison every fall. We are always looking at new ways to make this event even better than the year before and we would welcome your suggestions.

Enclosed you will find an event application, please note that the fee structure has not changed from last year with the exception of the Downtown Sidewalk Sales pricing which has been reduced. We are also including an application and tip sheet from the Madison Health Department for all food vendors. ***Please return the application as soon as possible as it is a tremendous help to us in managing the event!***

Over the last couple of years we have increased our **Sponsorship** opportunities. There are many ways to increase your visibility and expand your presence at the event. Please let me know if you would like to receive our complete **Sponsorship Packet**.

Please feel free to contact me with any questions, my contact information is listed below. Thank you for your cooperation and we look forward to seeing you at **Bottle Hill Day 2016 on Saturday, October 1st**

Sincerely,

Lisa Ellis

Lisa Ellis
Program Director
Madison Downtown Development Commission
ddc@rosenet.org
201-400-2349 (talk or text)

2016 MADISON DOWNTOWN DEVELOPMENT COMMISSION

Carla Brady
Maureen Byrne
Brad Cramer
John Hoover
Mark Fabyanski

Peter Flemming
Garry Herzog
Jim Hollenbach
Larry Jasen
Mike Kopas

Leslie Lajewski
Eric Range
Barb Short
Deborah Farrar Starker
Russell Stern

Sue Whitehorn
Marsha Ann Zimmerman



CELEBRATING OUR HOMETOWN AND OUR DOWNTOWN SATURDAY, OCTOBER 1, 2016

You are invited to join us at Bottle Hill Day, a day where Madison residents, businesses and community organizations all come together in our beautiful downtown to enjoy a day of shopping, entertainment and family fun.

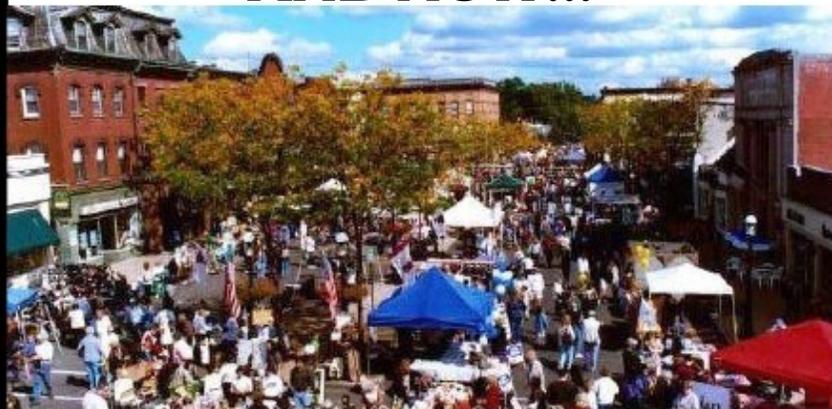
Thousands will come downtown! Bottle Hill Day is a great chance to discover our shops, learn about our community organizations, make new friends, and celebrate our hometown and our downtown.

AND NOW...

THEN...



BOTTLE HILL DAY 1979



FAMILY FUN • MUSIC • CAR SHOW • MERCHANTS • VENDORS



Bottle Hill Day is sponsored and organized by the Downtown Development Commission (DDC). Since its inception in 1981, the DDC has been promoting business and economic development in Madison's Central Business District. The DDC also sponsors and/or supports the Madison Farmers Market, Taste of Madison and May Day in Madison.

For information or questions, please call DDC Program Director, Lisa Ellis at 201-400-2349 or email: ddc@rosenet.org

APPLICATION FOR BOTTLE HILL DAY 2016

MADISON, NJ - SATURDAY, OCTOBER 1 - 10AM - 5PM

(Please print below information neatly or complete digitally)

Applicant Name: _____ Business Name: _____

E-Mail Address: _____ Website: _____

Phone #: _____ Cell Phone #: _____

Address: _____ City: _____ St: _____ Zip: _____

Description of products or services you will be promoting: _____

Space Needs and/or Location Request: (Please be specific...i.e. in front of Waverly TV, same as last year...etc.): _____

"I, the undersigned applicant, have read, understood and agree to comply with all of the rules and regulations. I expressly release the Borough of Madison, the Madison Downtown Development Commission, the Madison Main Street Foundation (the "Foundation") and all other parties that are involved from any and all liability for any damage, injury or loss to any person or good which may arise from participation. I give permission to use my name, business name and any images of my work for advertising and publicity. I further agree to comply with any other show regulations the event organizer deems appropriate. Failure to do so may result in immediate removal from the show."

Signature of applicant: _____ Date: _____

EXHIBITOR FEES (the prices shown are per 10 x 10 spaces)	MADISON ** based Exhibitor/Vendor	✓	NON-MADISON based Exhibitor/Vendor	✓
Food Establishment	\$175		\$325	
Artist, Crafter or Other Vendor	\$125		\$175	
Downtown Sidewalk Sale*	\$25		N/A	
Civic/Not For Profit	\$50		\$75	
Electrical Outlet	\$10		\$10	

Please make your check payable to the:
Madison Main Street Foundation
 and mail with your completed application to:
 Borough of Madison
 DDC/Bottle Hill Day
 Hartley Dodge Memorial
 50 Kings Road
 Madison, NJ 07940
 Please call Lisa Ellis, 201-400-2349 or email ddc@rosenet.org with questions. Thank you!

BOTTLE HILL DAY IS A FUNDRAISER FOR THE DDC. DISCOUNTS AND FREE SPACES ARE NOT PERMITTED.

Business Only Special! Advertise in the Madison Eagle's September 22nd Bottle Hill Day Special Tab Section and receive \$50 off your booth! Call Mary Gilroy at 908-766-3900 ext. 232 for details. Ad deadline is Wednesday, September 7th. Discount is only available to businesses and not to Civic/Not for profits.

*** Downtown Sidewalk Sale is only for businesses that have a location in Madison's Downtown and is only for goods and services. All restaurants and food establishments must pay the Madison Food Establishment rate. We can offer any business located on Main Street between Greenwood Avenue and Green Village Road, Lincoln Place, Waverly Place or Central Avenue vendor space at the "Sidewalk Sale" rate among the vendors on Central Avenue, Kings Road or Waverly Place, in locations that would not displace other Madison storefront owners who want the spaces directly in front of their premises.**

** A Madison based vendor is defined as an organization that a) has their primary address in Madison and b) has the majority of their philanthropic activities within the Madison area. The DDC has sole discretion on deciding if an organization is or is not Madison based.

Exhibitor Regulations

- 1) Spaces. Exhibitor space is 10' x 10'. You may purchase more than one space if you wish. **PLEASE NOTE THE BOTTLE HILL DAY ORGANIZERS HAVE SOLE DISCRETION ON PLACEMENT AND ACCEPTANCE OF ALL VENDORS.** Applying for the event does not guarantee you a space.
- 2) Vendor space and setup information will be emailed on Wednesday, three days before the event. You cannot swap spaces with another vendor.
- 3) A Madison Health Department Permit is mandatory if you are selling food.
- 4) If you are selling taxable items, you must have a valid State of NJ Sales Tax form with you and prominently on display in your booth.
- 5) The Downtown Development Commission (DDC) retains the right to reject an application for any reason, to restrict the products sold or services promoted for any reason, or to ask for removal of objects which, in DDC's sole judgment, are inappropriate for the event.
- 6) Your tent, canopy and display must be secure, and properly weighted. Exhibitors must furnish their own display in its entirety.
- 7) Your application is a firm commitment to attend and exhibit at the show. **No refunds will be granted for any reason including weather related. Bottle Hill Day is rain or shine.**
- 8) Exhibitors are expected to conduct themselves in a professional and courteous manner. Exhibitors are required to construct their display and conduct themselves in a manner so as not to interfere with any other exhibitor. Your items must stay within your marked display space! Exhibitors are required to arrive during the set up times (7am - 9:30am, **NO VEHICLES WILL BE ALLOWED IN EXHIBIT AREA AFTER 9:30am and BEFORE 5:00pm**) and have their displays complete, attended and open to the public the entire hours of the festival (10am - 5pm), and cannot take down their display or work before 5pm. It is expressly understood that exhibitors will not be allowed to sell or give away any items that generate a significant amount of trash including novelties like silly string. Exhibitors are required to patrol and clean their space and the area around their space. Failure to abide by this rule will result in the exhibitor not being invited back in future years.
- 9) The Borough of Madison, the DDC, the Foundation and their agents, employees and officers 1) shall not be held liable for failure to perform or fulfill its contractual obligation for any reason within or beyond their control and 2) shall not be held liable for damages, loss or injury for any reason within or beyond their control. Insurance for such loss, damages or injury shall be the sole responsibility for each exhibitor at their own cost.
- 10) The Borough of Madison, the Bottle Hill Day Steering Committee and their agents, employees and officers or any landowner 1) shall not be held liable for failure to perform or fulfill its contractual obligation for any reason within or beyond their control, 2) shall not be held liable for damages, loss or injury for any reason within or beyond their control and 3) shall not be liable for any theft, damage to, loss of, or replacement of any belongings, equipment, materials, tools or plantings. Insurance for such loss, damages or injury shall be the sole responsibility for each exhibitor at their own cost. The Exhibitor shall indemnify and hold harmless the Borough of Madison, the Bottle Hill Day Steering Committee and their respective agents, employees and officers and/or any landowner whose land is being utilized from and against all claims, damages, losses, and expenses that may result or arise in regard to the exhibitor participation in Bottle Hill Day.

Madison Health Department

28 Walnut Street

Madison, New Jersey 07940

973-593-3079

Fax: 973-593-3072

BOTTLE HILL DAY
VENDOR APPLICATION

VALID ONE DAY ONLY

TEMPORARY FOOD LICENSE:

NAME: _____

ADDRESS: _____

CONTACT: _____

PHONE: _____

DESCRIPTION: _____

CURRENT FOOD LICENSING CREDENTIALS MUST BE ATTACHED TO THIS APPLICATION

FEE PAID: _____

DATE ISSUED: _____

TEMPORARY ANIMAL/PETTING ZOO

NAME: _____

ADDRESS: _____

CONTACT: _____

PHONE: _____

DESCRIPTION: _____

HEALTH CARD & PROOF OF RABIES MUST BE ATTACHED FOR EACH ANIMAL

FEE PAID: _____

DATE ISSUED: _____

FEEES: \$45 FOOD

\$45 PETTING ZOO/ANIMAL



Madison Health Department
28 Walnut Street
Madison, NJ 07940
973-593-3079 ext 1

BOTTLE HILL DAY VENDORS

Attached please find an application for a Temporary Food License and/or Temporary Animal/Petting Zoo License.

In order to participate in Bottle Hill Day this application must be completed and received by the Madison Health Department by September 23, 2016.

Those received after this date may lose the opportunity to participate in this event.

- Food vendors must provide their inspection credentials from the municipality in which they have their current food license.
- Animal/Petting Zoo owners must provide health information about each animal that will be on premises that day.

IF YOU HAVE ANY QUESTIONS ABOUT THESE REQUIREMENTS, PLEASE CALL THE HEALTH DEPARTMENT.

Thank you,

Madison Health Department

Bottle Hill Day

A Community Celebration

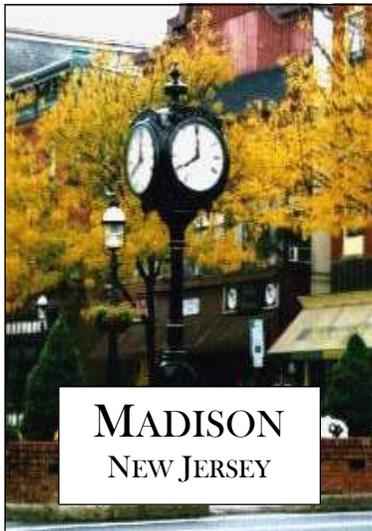
*Join the Madison Eagle
in celebrating
Bottle Hill Day
on
Saturday, October 1st*



**PUBLICATION DATE:
SEPTEMBER 22, 2016**

**SPACE/COPY DEADLINE:
SEPTEMBER 7, 2016**

*Special Tab Supplement in the...
Madison Eagle, Chatham Courier and Florham Park Eagle*



**MADISON
NEW JERSEY**

Advertising Sizes and Rates

Ad Sizes	Dimensions	Price
1/8	H-4.8" W x 2.3"T or V-2.3"W x 4.6"T	\$165
1/4	4.8: W x 4.6" T	\$265
1/2	H- 9.8"W x 4.6"T or V-4.8"W x 9.6"T	\$515
Full Page	9.8" W x 9.6" T	\$910

Color: Spot \$50 / Process \$100

**Advertise
in this
supplement
and receive
\$50. off
the cost of
your booth**

For more information or to reserve space, call the Madison Eagle

908-766-3900

Mary Gilroy, ext. 232 • Renee Illan, ext. 250 • Marty Stockert, ext. 212
 mgilroy@newjerseyhills.com rillan@newjerseyhills.com mstockert@newjerseyhills.com

Email camera ready ads to your sales representative

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 www.newjerseyhills.com