



Downtown New Britain  
Saturday, May 16, 2026  
(Rain Date: Sunday, May 17, 2026)

## Non-Food Vendor Information, Rules and Requirements

### EVENT INFORMATION -

Celebrate New Britain is a street-style festival celebrating the city's local businesses and organizations. Celebrate New Britain is scheduled to be held on Saturday, May 16, 2026 from 12:00 p.m. – 8:00 p.m. (*rain date: Sunday, May 17th, 12:00 p.m. – 8:00 p.m.*). This festival will be held in downtown New Britain where the roads will be filled with food, craft, and vendor booths; a beer kiosk; a kids zone with amusement and activities; stages with community performances, children's entertainment, headlining musical acts, and more!

Vendors are invited to apply to participate in the Celebrate New Britain festival in the following categories:

**Non-Profit organizations/civic groups** - Non-profit organizations/civic groups must have a 501c3 tax ID to vend in this group. A non-profit organization/civic group that is located in New Britain will receive a reduced rate on the vendor fee. Non-profit organizations/civic groups are encouraged to have displays, signs, informational flyers/handouts and marketing materials to promote their organization. Non-profit organizations/civic groups are not permitted to host activities or demonstrations, fundraise, sell or give away any merchandise, or any other items without approval from the Recreation and Community Services Department. Sale, exhibition or giveaways of items or activities not listed and described completely on the application form will not be permitted.

**Corporate/business vendors** - Corporate/business vendors are encouraged to have displays, signs, informational flyers/handouts and marketing materials to promote their business. Corporate vendors are not permitted to host activities or demonstrations, fundraise, sell or give away any merchandise, or any other items without prior approval from the Recreation and Community Services Department. Sale, exhibition or giveaways of items or activities not listed and described completely on the application form will not be allowed.

**Arts & craft merchandise** - Handmade arts & crafts merchandise will be considered for participation; all applications are subject to approval. Please enclose photographs of your merchandise/booth set-up; these must be submitted with applications for arts & crafts merchandise. We do not accept applications from those wishing to sell imports or manufactured articles which are not creatively altered in any way, or foods or drinks. Sale or exhibit of items not listed on the application form will not be permitted.

### VENDING INFORMATION -

- Vending hours for the event will be 12:00 p.m. – 6:00 p.m.
- Set-up will take place from 9:00 a.m. – 11:30 a.m.
- Breakdown will begin at 6:00 p.m.
- Vendors are not permitted to leave early. For the safety of attendees and the overall success of the event, all vendors must remain open and operational for the full duration of vending hours. Early departure disrupts the event experience and poses potential safety hazards during peak activity. Please plan accordingly to ensure your booth remains staffed until breakdown begins at 6:00 p.m.



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**Vendor Space Information:** Spaces will be marked on West Main Street and Main Street with no shade or electricity. Spaces will be marked on both sides of the street in a row, adjacent to each other with no walkways between booths.

- Vendors are responsible for providing their own tables, chairs, and canopy tents and are responsible for securing tents and all property/merchandise from wind or inclement weather. Any display, merchandise, or tables/chairs must be within the space perimeters and may not extend into the walkways or another adjacent space.
- Spaces are 10 feet by 10 feet and are predetermined by event staff. All spaces are assigned on a first-come, first-served basis at the discretion of the Recreation and Community Services Department and will be communicated to each vendor with forthcoming event agreements. Space swapping is strictly prohibited to maintain organization and ensure fairness.
- Vendor/space fees allow use of a space only; nothing more will be provided by event organizers, including but not limited to tent weights, access to power, tents, tables, chairs, etc.
- We advise that you plan to have a minimum of two people staffing your booth at all times, especially during loading/unloading, and for restroom breaks throughout the day.
- Smoking is not permitted within the space areas.
- No unauthorized vehicles or motorized carts will be permitted in the area after 11:30 a.m.
- One vendor/space fee allows for vending on the day of the event.
- No pets allowed.

**Set-up/breakdown and unloading/loading:**

- Vendors will have access to the area for set-up from 9:00 a.m. – 11:30 a.m.
- Non-food vending will be set up throughout the event footprint (West Main Street on both sides of the street between Central Row and Main Street, and Main Street between Columbus Boulevard and West Main Street).
- No unauthorized vehicles will be allowed into the event; vendors will be directed to park and unload in the Szczesny Garage (35 Bank Street, New Britain) or the Badolato Garage (25 Washington Street, New Britain).
- Vendors are expected to stay through the duration of the vending hours, until 6:00 p.m., at which time all sales will cease. Leaving the event before 6:00 p.m. is prohibited.
- All spaces must be broken-down and cleared by 7:00 p.m.
- Event staff will have limited availability of carts to assist with the transportation of equipment to and from the designated parking garages. To facilitate a smooth setup and breakdown process, vendors are strongly encouraged to bring their own wagons, carts, or other portable equipment to efficiently transport their materials.

**Misc Event Information:**



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- Event organizers will make a determination if the event will move to the rain date based on a number of considerations; notifications will be made to all vendors. The rain date for this event is Sunday, May 17th; vending hours will be from 12:00 p.m. - 6:00 p.m.
- In 2025, the event had over 45 vendors and over 10,000 visitors
- The zip line attraction will be back this year!

#### REQUIREMENTS -

**Application Process:** All vendor applications will be accepted on a first come, first served basis. All applications are subject to approval; the Recreation and Community Services Department reserves the right to accept or deny applications. Vendor application includes:

- Completed Vendor Application Form (with non-profit 501c3 or CT tax ID number)
- Payment in full. Space fees are non-refundable, unless the Recreation and Community Services Department denies the application. Full payment must accompany the completed application for consideration. Checks may not be postdated. Payment by Visa or MasterCard is accepted. Fees are listed on the vendor application form.
- Completed forms must be returned to the recreation office, 27 West Main Street, Room 302, New Britain, CT, Monday - Friday from 8:15 a.m. - 3:45 p.m.
- Deadline to submit application is Friday, May 1, 2026
- All vendors must comply with all rules and requirements stated above. Booths will be monitored throughout the day; any vendors not in compliance with rules and requirements will be asked to leave immediately. Refunds will not be granted. Non-compliant vendors will not be eligible to participate in future events.

Once vendors are contacted to confirm that their vendor/space has been approved, the following items must be received one week prior to the event:

- A signed vendor agreement
- A Certificate of Liability Insurance in the amount of \$1,000,000. naming the "City of New Britain/Consolidated School District, 27 West Main Street, New Britain, CT 06051" as additionally insured is required for all vending.



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**VENDOR APPLICATION: Non-Food**

Organization/Business Name:		Contact Person:	
Street:	City:	State:	Zip Code:
Office Phone:	Cell Phone:	Email:	
Type of organization/business:	<input type="checkbox"/> Arts & crafts <input type="checkbox"/> Non-profit/civic group	<input type="checkbox"/> Corporate/business	<input type="checkbox"/> Other:
CT Sales Tax ID:		Non-Profit 501c3 Tax ID:	
Are you requesting approval to host a demonstration or fundraiser, or sell/give-away items at your booth?			<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, please provide as much description of your booth/display as possible. List any items being sold:			
<i>Please enclose photographs of your merchandise/booth set-up; these must be submitted with the application for arts &amp; crafts merchandise.</i>			
Is your organization a member of the New Britain Local Prevention Council?			<input type="checkbox"/> Yes <input type="checkbox"/> No

**VENDOR SPACE FEES**

Application and payment received:	On or before March 27th	March 30 - May 1, 2026
Arts & crafts merchandise	\$20.	\$30.
Non-profit/civic group	\$20.	\$30.
New Britain-based non-profit/civic group	\$15.	\$20.
Corporate/business	\$150.	\$200.

TOTAL FEES:

**PROCESSING AND PAYMENT**

Return completed applications with payment to:	New Britain Recreation & Community Services Department 27 West Main Street, room 302 New Britain, CT 06051
Forms of payment:	<ul style="list-style-type: none"> <li>• Check or money order made out to "City of New Britain"</li> <li>• Cash</li> <li>• Credit card (Visa or MasterCard)</li> </ul>

I, the undersigned, being desirous of participating in the above designated event, agree to the following terms and conditions of participation as a vendor: 1. I understand that this vendor application is subject to approval by the Recreation and Community Services Department and the City of New Britain, who has the authority to accept or reject any vendor, merchandise, food item, product, or promotional materials to be sold or distributed; 2. I agree and understand the nature and risks associated with this event, including the risks of suffering personal injury and/or property damage during the course of the event; 3. I understand this event is a not-for-profit recreational event and agree to waive on my behalf, or the behalf of the participant, and claim I and/or the participant may have against the City of New Britain, any agent or employee of the City of New Britain, any sponsor of the event, or any volunteer assisting in the event as a condition of my participation; 4. I give permission to the New Britain Recreation and Community Services Department to photograph and videotape my business/agency for various media promotions.

Signature:	Date:
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