



One City Celebration
Walnut Hill Park, New Britain
Saturday, September 26, 2026

Non-Food Vendor Information, Rules and Requirements

The Mayor's Office, in partnership with the Recreation and Community Services Department, is inviting vendors to apply to join the City of New Britain for the One City Celebration Festival on Saturday, September 26, 2026 at Walnut Hill Park. The One City Celebration is envisioned as a community-wide cultural festival that celebrates the diversity, traditions, food, music, and people who make up the fabric of New Britain. This year's celebration will also recognize the historic election of the City's first Puerto Rican Mayor, while highlighting the many cultures that make our city such a vibrant place to live.

Vendors are invited to apply to participate in the One City Celebration festival in the following categories:

Non-Profit organizations/civic groups: Non-profit organizations/civic groups must have a 501(c)(3) 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: 1:00 p.m. – 6:00 p.m.

Set-up: 10:00 a.m. – 12:30 p.m.

Breakdown: 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



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remains staffed until breakdown begins at 6:00 p.m.

Vendor Space Information: Spaces will be marked within the park. The space may be located on grass or pavement. There will be no electricity or shade available.

- 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. **NO STAKING ALLOWED.**
- 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 12:30 p.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 10:00 a.m. – 12:30 p.m.
- Non-food vending will be set up behind the bandshell
- No unauthorized vehicles will be allowed into the event; vendors will be directed to park and unload inside the park, but vehicles must be removed from vending space by 12:30 p.m.
- Vendor parking is available in the park, with limited availability. Additional parking is available at Szczesny Garage (35 Bank St., New Britain) or the Badolato Garage (25 Washington St., 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 the vending spaces. 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.



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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 501(c)(3) 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, September 18, 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.

CERTIFICATE OF INSURANCE (COI) INFORMATION

Existing Policy: Ask your insurer for a COI for the One City Celebration. They can send it to you or directly to the Recreation Department. Verify all details before submitting.

No Insurance - Purchase a short-term/event policy through an agent or online event-insurance provider (est. \$75-\$200+).

Details to Give Your Insurance Agent:

Event: One City Celebration

Date: Sat, Sept 26, 2026

Location: Walnut Hill Park, New Britain, CT

Required Coverage: \$1,000,000 Liability

Additional Insured: City of New Britain/Consolidated School District, 27 W. Main St., New Britain, CT 06051

(application below)



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VENDOR APPLICATION: Non-Food

Organization Name:			
Contact Person (First and Last Name):			
Street:	City:	State:	Zip Code:
Office Phone:	Cell Phone:	Email:	
Type of organization/business:	☐ Arts & crafts	☐ Non-profit/civic group	☐ 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?			☐ Yes ☐ 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 & crafts merchandise.</i>			

VENDOR SPACE FEES

Application and payment received:	Due on or before September 18th
Arts & crafts merchandise	\$20
Non-profit/civic group	\$20
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:	• Check or money order made out to "City of New Britain" • Cash • Credit card (Visa or MasterCard)
PLEASE NOTE: ALL VENDORS ARE REQUIRED TO PROVIDE CERTIFICATE OF LIABILITY INSURANCE	
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: