



Theatre Horizon's *TOWN* Vendor Information

Application Deadline: Thursday, September 8, 2022

Date: September 15th – 18th | **Time:** 5:30 PM – 9 PM

Location: Eisenhower Science and Technology Leadership Academy – 1601 Markley St. Norristown, PA 19401

About the event:

Theatre Horizon is a Norristown-based theatre company whose mission is to use the transformative power of storytelling to foster empathy and to create an inclusive home for artists, audience, and students alike.

This September, we will premiere a new play called *TOWN*, which is Theatre Horizon's largest-scale production in our nearly 20-year history. This free, outdoor show is inspired by stories from over 130 Norristown residents and features a cast with over 70 Norristown community members. *TOWN* is truly a community event.

Theatre Horizon seeks local businesses and community organizations to join us as vendors at each performance. Vendors may sell food, art, and other goods and/or share information to promote their work to an anticipated audience of 250 people each night.

Vendor Information:

Vendors will receive a 10'x10' spot on the lawn closest to the Sprouts Community Garden at Eisenhower Science and Technology Leadership Academy. Please bring your own table, chairs, equipment, and tent. Spots are limited and will be available on a first come, first served basis.

We ask that all vendors arrive by 5:30 PM and be set up no later than 6PM so audience members have time to partake in concessions and shop before the show begins. Performances of the show will begin at 7:30 PM. Participating vendors are not required to attend all performances. However, we do ask that you let us know which dates you will attend and contact us at least 48 hours in advance of the event if your plans change.

There is no fee to participate as a vendor at *TOWN*. However, all participating vendors must have current copies of all applicable licenses and permits as per Norristown ordinance:

- **Mobile Food Truck** – Municipality Annual License OR Single Day License
<https://www.norristown.org/DocumentCenter/View/1957/Mobile-Food-Vendor-License>

- **Non-Food Merchants & Businesses** - Business License OR Transient Merchant License
<https://www.norristown.org/DocumentCenter/View/1671/Form-108A---Transient-Merchant-License>

For more information about being a vendor, contact Kirsten Sughrue at kirsten@theatrehorizon.org or 610-283-2230 ext. 709. To learn more about the production, go to www.theatrehorizon.org/town

Want to get the word out about your business or organization to our audience members? Consider placing an advertisement in our playbill! Reach out to Zaina@theatrehorizon.com or call 610-283-2230 for more information by Thursday, August 18th.

Application:

Name of Business or Organization: _____

Name of Contact Person: _____

Phone Number: _____ Email Address: _____

Address: _____

Vendor Type (*check which applies*):

- Food Truck Merchant/Business Community Organization

Items for sale, if applicable:

Giveaways offered, if applicable:

Dates you will attend (*check all that apply*):

- Thursday, September 15th Friday, September 16th Saturday, September 17th Sunday, September 18th

Participating vendors are not required to attend all performances. However, we do ask you that you let us know which dates you will attend and contact us if your plans change.

Please email all completed forms by **Thursday, September 8th** to kirsten@theatrehorizon.org or mail to:

Theatre Horizon
401 DeKalb Street
Norristown, PA 19401