



Halloween in Brown Park

Promote your organization at one of the Chamber of St. Matthews' most popular events—Halloween in Brown Park! We'll supply the location, the crowd, and all you have to supply is your giveaways! You may also hand out promotional materials and gifts to attendees.

Sponsorships are still available.

Event is rain or shine.

- Because of the nature of the event this year vendors are encouraged to work out of their trunks, like a traditional trunk-or-treat. We encourage that the trunks (tailgates, hatchbacks, etc.) be decorated as you would traditionally decorate your booth.
- Registration is free for this event, however space is limited to no more than 30 vendors due to social distancing guidelines, so they will be taken on a first come first serve basis.
- All vendors must provide their own candy and/or non-food items for distribution. Vendors will be allowed to include a marketing piece with the candy or non-food item.
- Booths will be properly social distanced where each booth will be isolated 8' to 10' apart. Vendors are only permitted one vehicle, and no more than two people per booth.
- Gloves and masks are required. Vendors are encouraged to have plenty of hand sanitizer, wipes, etc. on hand for those passing candy out.
- Vendors will be putting candy or non-food items into bags that will be hung onto attendee vehicles.
- There will be no face to face or direct contact with attendees.
- Vendors cannot stop vehicles to chat with occupants, St. Matthews Police Department will be making sure the line moves at a continuous pace and no delays are permitted.
- All candy or non-food items must be pre-packaged.
- Vehicles must be prepared to stay until after the event closes at 3 PM. They will NOT be permitted to move or leave the parking lot until the event is over.

Organization: _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

If your group is interested in being a sponsor or please contact the Chamber office at 502-899-2523.



This year Halloween in Brown Park is on the move! We'll be doing a drive thru trunk-or-treat style event in order for the event to be as safe as possible for both attendees and exhibitors.

Exhibitors will be working out of their trunk/hatchback/tailgate and are encouraged to decorate it as they would their normal Halloween booth. This will be a touchless event where attendees will drive through with bags hooked over their windows, exhibitors will put candy in the bags as the cars stop at their booth.

We will be requiring exhibitors wear gloves and masks. No more than two people per booth, booths will be 8-10 feet apart to allow social distancing, and all candy or non-food items must be pre-packaged.

In an effort to be as inclusive as possible we encourage every vendor to consider being a **Teal Pumpkin**. This project is designed to offer non-food treats for trick-or-treaters who may suffer from a food allergy. We will designate bags for children with allergies by having a teal pumpkin sticker right on the bag.

The event will start at 11 AM so we suggest vendors arrive between 9 and 10 AM as cars will likely begin to line up early. We will have volunteers show you to your booth space, but you are responsible for setting up and tearing down your own display. A packet of information detailing parking and other final details will come out closer to the event for people that register.

It is important to remember that this event will be held rain or shine and will be outdoors on asphalt. There will be no interaction with attendees in the traditional sense. We also do **not** provide tables, chairs etc. so you'll need to bring your own. There will be no electricity. You will be encouraged to bring plenty of hand sanitizer, wipes etc. to have on hand for your booth.

No signups or sales are permitted.

Vendors will not be allowed to stop the flow of traffic to chat with occupants of an attendee vehicle. This will be strictly enforced by the St. Matthews Police Department.

All vehicles must remain until the event closes at 3PM.