



# The Willowdale Steeplechase

## VENDOR APPLICATION

**Race Day: Saturday, May 14, 2022**

Welcome to the 2022 Willowdale Steeplechase VENDOR APPLICATION and thank you for applying to be a merchandise/food vendor in the Boutique Vendor Village. Saturday, May 14, 2022, is going to be a great day of racing at Willowdale featuring six sanctioned races, Jack Russell races, Pony Races, Hat, Tailgate, and Best Dressed Contests. In addition, we are excited to be returning to a full spectator/tailgate format and expect spectator attendance to be at full capacity. We also would like to help promote you by posting to social media your company name and products. Once your application has been received, approved, and paid in full, please email product photos and descriptions to [Elizabeth@willowdale.org](mailto:Elizabeth@willowdale.org). Thank you.

I am a Merchandise Vendor

I am a Food Vendor

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Description of Products:

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We will make every effort not to have too many duplicates in product mix. Therefore, please submit your application early; we will assign tent spaces on a first come, first served basis. Returning vendors will get first consideration.



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## VENDOR APPLICATION

### Race Day: Saturday, May 14, 2022

\_\_\_\_\$350 Food Vendor, contact [elizabeth@willowdale.org](mailto:elizabeth@willowdale.org) to discuss your needs.

\_\_\_\_\$375 Merchandise Vendor / 10' x 10' Individual tent within The Vendor Village

Includes:

- 10'x 10' tent with 3 sides in Vendor Village
- One 8' table
- Two Samsonite Chairs
- One Premier Parking Pass
- Four Exhibitor Passes
- Recognition in the Race Day Program if Submitted by March 18th
- Listing on the Willowdale website if Submitted by March 18<sup>th</sup>
- Social Media Posts

\_\_\_\_\$500 Merchandise Vendor / Premium, Course-Facing Tent – 10'x10' tent with 8' space in front for merchandise display, **LIMITED AVAILABILITY**

Includes:

- 10'x 10' tent with 3 sides, Course-Facing
- 8' Space in Front of Tent for Merchandise Display
- One 8' table
- Two Samsonite Chairs
- One Premier Parking Pass
- Four Exhibitor Passes
- Recognition in the Race Day Program if Submitted by March 18th
- Listing on the Willowdale website if Submitted by March 18<sup>th</sup>
- Social Media Posts

\_\_\_\_\_ *As a Vendor of the Willowdale Steeplechase I will abide by race day rules and regulations including the following: arrive early enough to be set up by 9:30 am race day, no parking by vendor tent, no tear down until 5 pm, no open flames, please leave vendor space as you found it, and I understand there isn't any wi-fi available.*

PAYMENT: Vendor Space \$ \_\_\_\_\_ + Electric ADD \$15 Total Due \$ \_\_\_\_\_

( ) Mailed Check / ( ) Venmo (@willowdalesteeplechase)

( ) Bill My CC and add 3% processing fee. ( ) Visa ( ) MC

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Exp. Date.

\_\_\_\_\_  
CV Code

\_\_\_\_\_  
Signature (required)

Make checks payable to **The Willowdale Steeplechase, Inc.** Payment and applications received by **March 18, 2022, will be included in the program and on the website.**

\_\_\_\_\_ **Approved**



## The Willowdale Steeplechase

### VENDOR APPLICATION Race Day: Saturday, May 14, 2022

#### DATES

- March 1<sup>st</sup> - Vendor Applications Available
- March 18<sup>th</sup> – Applications received by this date are included in the program and on the website.
- March 31<sup>st</sup> – Final Day to Apply as a Vendor at Willowdale
- April 1<sup>st</sup> – Deadline to Submit COI and Health Certificates
- May 14<sup>th</sup> – Race Day, RAIN OR SHINE

#### RACE DAY TIMELINE

- 7 am Gates Open for Vendors
- 9:30 am Vendor Set Up Complete
- 10 am Gates Open to Public
- 10:30 am Events Begin with Jack Russell Terrier Races  
(Full Race Day Schedule of Events: <https://willowdalesteeplechase.org/schedule-2022/>)
- 1 pm First of Six Sanctioned Races
- 5 pm Vendors Tear Down Begins
- 5:30 pm Gates Close to Public
- **RAIN OR SHINE EVENT**

#### INSURANCE / HEALTH CERTIFICATE

**IMPORTANT:** All vendors are required to provide a Certificate of Insurance naming The Willowdale Steeplechase as additionally insured. (See sample COI in this application.) All food vendors must supply a copy of a current health certificate. Mail or scan to [Elizabeth@willowdale.org](mailto:Elizabeth@willowdale.org) due April 1, 2022.

#### MAILING ADDRESS

Willowdale Steeplechase, 101 East Street Road Kennett Square, PA 19348

#### LIMITED SPACE

Vendor space is limited. We will do everything possible to make sure all vendors have a great Hilltop location.

#### LIABILITY

**The Willowdale Steeplechase is not liable for damages incurred to merchandise, trailers, cars due to weather or any unforeseen circumstances, nor is Willowdale liable for any COVID-related illnesses incurred by attending this RAIN OR SHINE event. You are responsible for your own health and safety.**

**SPECTATOR DEMOGRAPHICS** - Based on a survey of race day spectators.

- 20% have a household income over \$250,000
- 33% have a household income range \$200,000 - \$300,000
- 89% are college graduates
- 40% hold graduate degrees
- 40% are between 35 – 50 years old
- 24% are between 50 – 60 years old
- 24% are 60+

Shopping and eating from food vendors are ranked in the top five activities most enjoyed by racing spectators.



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
02/18/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER  Agency	CONTACT NAME: Agency Contact Info	
	PHONE (AG. No. Ext):	FAX (AG. No.):
INSURED  Vendor name and address	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Carrier 1	NAIC # 12345
	INSURER B: Carrier 2	54321
	INSURER C:	
	INSURER D:	
	INSURER E:	

COVERAGES      CERTIFICATE NUMBER:      REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

NR	TR	TYPE OF INSURANCE	ADDITIONAL (INS/NO)	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A		<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCC/IR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER	Y	Policy Number	01/01/2022	01/01/2023	EACH OCCURRENCE \$ 1,000,000.00 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 100,000.00 MED. EXP. (Per person) \$ 5,000.00 PERSONAL & ADV. INJURY \$ 1,000,000.00 GENERAL AGGREGATE \$ 2,000,000.00 PRODUCTS - COMPOF AGG \$ 2,000,000.00
		AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Per accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$
B		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	Policy Number	01/01/2022	01/01/2023	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 100,000.00 E.L. DISEASE - EA EMPLOYEE \$ 100,000.00 E.L. DISEASE - POLICY LIMIT \$ 500,000.00

Sample 2022

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The following are listed as additional insureds as required by written contract or agreement:

- The Willowdale Steeplechase 101 E Street Rd Kennett Square, PA 19348
- W.B. Dixon Stroud, Jr. 105 E Street Rd Kennett Square, PA 19348
- Landhops Investors 105 E Street Rd Kennett Square, PA 19348
- East Marlborough Township 721 Unionville Rd Kennett Square, PA 19348
- National Steeplechase Association 400 Fairhill Drive Elkton, MD 21921

CERTIFICATE HOLDER  The Willowdale Steeplechase 101 E. Street Rd. Kennett Square, PA 19348	CANCELLATION  SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE