

# THE SIXTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL

## PERFORMANCE REGISTRATION

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**SATURDAY, SEPTEMBER 13, 2014**

*BROUGHT TO YOU BY  
CARROLL GARDENS ASSOCIATION, INC.*

*A Not for Profit Organization*

*201 Columbia Street*

*Brooklyn, NY 11231*

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[www.carrollgardensassociation.com](http://www.carrollgardensassociation.com)

[f on.fb.me/1gucGZB](https://www.facebook.com/1gucGZB) | [t @CGA\\_NPC](https://twitter.com/CGA_NPC)

## GENERAL INFORMATION

The Sixth Annual Columbia Waterfront Fall Festival will be held on Saturday, September 13, 2014 from 12 PM – 5 PM on Columbia Street (between DeGraw and Union Street) & Union Street (between Columbia and Hicks Street).

## ABOUT THE FALL FESTIVAL

The Columbia Waterfront Fall Festival is a family-friendly, annual festival held every second week of September in South Brooklyn's Columbia Waterfront neighborhood. For the past six years, we've attracted a diverse crowd by advertising and reaching out to online and print media to provide strong local coverage. Admission is always **FREE**. It is a day of fun for all with children's activities, entertainment, shopping, and more.

## ABOUT THE ORGANIZER

Carroll Gardens Association, Inc. (CGA) is a Neighborhood Preservation Company that has been serving the neighborhoods of Southwest Brooklyn for 43 years. CGA's mission is to foster a community where all residents, workers, and visitors of Southwest Brooklyn's neighborhoods, regardless of income-level, can live, work, and thrive. CGA began the annual Fall Festival in 2007 with the mission to produce a free, high-quality, annual festival that promotes the diversity, vibrancy, and life of the Columbia Waterfront neighborhood; to promote the businesses of Southwest Brooklyn to local and regional audiences; and to contribute to the overall quality of life for Southwest Brooklyn community members.

## OUR GOALS FOR 2014

This year CGA will organize and promote the festival with two primary goals:

**1. *To make the Sixth Annual Columbia Waterfront Fall Festival 100% local.***

Why are we doing this? Because we are proud of the incredible diversity of businesses and artists that come out of Southwest Brooklyn, and believe the Fall Festival is a wonderful opportunity to showcase the unique products and services of area businesses, entrepreneurs and artists. In doing so, a new outlet for goods and art made in Southwest Brooklyn will be provided, and the distinctiveness of the area will be shared and experienced by all who attend. We define "local" as a performer being a resident or business operator of the Southwest Brooklyn neighborhoods, including the Columbia Waterfront District, Red Hook, Carroll Gardens, Cobble Hill, Gowanus, and Brooklyn Heights.

**2. *To increase visitorship.***

To expand visitorship and increase patronage and greater sales for vendors, CGA will inform the public of the Fall Festival by using a mixture of print and online media, to include:

- Print advertisements in flyers and in major and local newspapers that provide information.
- Website postings that provide a comprehensive overview of the event.
- Social networking to generate word of mouth.

We are confident that this event will provide you with a terrific marketing opportunity to highlight your talent to thousands of prospective attendees from the Southwest Brooklyn community and beyond.

## FALL FESTIVAL GUIDELINES

Please thoroughly read the guidelines outlined below.

### GENERAL FESTIVAL INFORMATION

<b>Date:</b>	Saturday, September 13, 2014
<b>Rain date:</b>	The festival will be held <b><i>RAIN OR SHINE</i></b> . However, CGA reserves the right to cancel the festival in the event of extreme weather. You will be notified by 6 PM the night before via the telephone number provided on the registration form.
<b>Location:</b>	Union Street (between Hicks Street and Columbia Street) and Columbia Street (between Union Street and DeGraw Street)
<b>Festival Hours:</b>	12 PM – 5 PM
<b>Final Application Deadline:</b>	September 5, 2014

### INFORMATION FOR PERFORMERS

<b>Stage Location:</b>	Intersection of Union Street and Columbia Street
<b>Stage Size:</b>	10' x 10' x 0.5' wooden stage
<b>Equipment:</b>	CGA will provide some sound equipment for the main stage. Please contact us to find out what this entails.
<b>Set Selection Choice:</b>	Please keep in mind while choosing set selections that this is a family-friendly event with many young children in attendance.
<b>Performance Duration:</b>	15 minutes (minimum) – 30 minutes (maximum) Please be aware that we have elected officials and board members that will drop-by the Fall Festival throughout the day. When they do, we will ask you to pause your act so that they may speak. Once they are done, you will be allowed to resume your performance. Therefore, the stage line-up times are flexible. However, your total performance duration time will remain unchanged.

**SIXTH ANNUAL COLUMBIA WATERFRONT FALL FESTIVAL  
PERFORMER REGISTRATION FORM  
FINAL DUE DATE: FRIDAY, SEPTEMBER 5, 2014**

Please fill out the form below. All applicable fields are required to process the application.

**Performer Name:** \_\_\_\_\_

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

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

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Type of performance (ex: live band, vocal, dance, etc.):** \_\_\_\_\_

NOTE: CGA will contact you with performance time information.

Additional Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Hand-deliver or mail your completed application by the final application deadline of **September 5, 2014**.

**Office Address:**

Carroll Gardens Association, Inc.  
201 Columbia Street  
Brooklyn, NY 11231

Included are the annual Fall Festival Guidelines. The undersigned certifies that he/she understands and will adhere to all guidelines.

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**Signature**

**Print Name**

**Date**

CGA will confirm your reservation via the phone number or email address provided. If you have any questions, please feel free to contact us via phone (718-243-9301) or email ([info@carrollgardensassociation.com](mailto:info@carrollgardensassociation.com))!