



Kentlands Day

Participant Information

May 7, 2011

Dear Kentlands Day Participants and Sponsors:

Thank you again for your participation in the 3rd annual Kentlands Day. We have been overwhelmed by your generous support, which demonstrates how great the Kentlands community is! We have worked hard to meet additional demand for local businesses and now have over 100 organizations participating in Kentlands Day! Our Parade Grand Marshals are 2 community-minded Kentlands Downtown business owners – Bill Edelblut, owner of O'Donnells, and Adam Greenberg, owner of Potomac Pizza!

Here are some notes regarding Kentlands Day for all of our exhibitors:

- 1) **Marketing:** We're expecting a very large crowd and the community seems excited! You should have now seen much of the marketing for the event in and around the Kentlands. Other marketing sources are:
 - Large banners were hung by the City on Monday. Other large banners will be in front of Potomac Pizza and Star Diner.
 - We'll distribute 5000 postcards to local schools and area businesses.
 - Online family sites, blogs, businesses and groups will be posting event information to tens of thousands of people.
 - Maps will be distributed and almost 1000 t-shirts will be given away at Kentlands Day.
 - Articles and calendar listings in many local papers.
 - Please check www.kentlandsday.com/sponsors.html and make sure that your business is listed (and listed properly). Please email andy@andysparties.com if you need any modifications.
 - We've sent several blast emails to our clients list and businesses in and around Kentlands.

Please send information about Kentlands Day to your email marketing list this week!!

- 2) **Parade:**

- **Parade staging** will take place in the parking lot between Whole Foods and Main Street, behind the strip of Main Street businesses. There is plenty of parking in Whole Foods/Petsmart/Michaels lots if you are driving to the event. Staging begins at 8:30, and we ask that at least one member of your group check in at the staging area before 9am so we know that you are there.
- **Parade kickoff is at 10 am!**
- You **MAY NOT STOP** at the judges podium. Please continue in the parade – the judges will take a good look and prizes will be announced at approximately 12:00 noon from the main stage.
- If you are **driving a vehicle or float** in the parade that will then be displayed for the festival (at the car show or otherwise), please follow the parade exit area around Bucksfield and circle back into the festival to check in your vehicle at the car show or in the float/display area.
- If you are **driving a vehicle or float** in the parade that will **NOT** be displayed for the festival, please exit the parade at Heathwalk and proceed out to Main Street.
- If you are **walking in the parade**, please follow the parade exit area around Bucksfield and circle back into the festival area.

- 3) **Festival Setup – Business Fair or Taste of Kentlands:** Please follow the following procedures:
- **Arrival and Parking:** Set-up will begin at 7:30 and all vehicles must be removed from the event lot by 9am. YOU WILL NOT BE ABLE TO ENTER THE LOT AFTER 9:00 AM. Please get there early, drop off your supplies at your tent, and move your vehicle to a nearby lot. Setup traffic will be one-way only, as many roads will be closed starting 7am. Please enter for set up from Kentlands Blvd (Bally's entrance) directly into the event lot. Staff will be on hand to direct you to your booth. Again, please unload your supplies and move your vehicle to another lot as quickly as possible.
 - **Set-up:** You will each have a 10x10 tent set up, and you will be provided 1 table and 2 chairs. There is no electricity provided in the tents. *On the Thursday before the event, we will send another email with your tent numbers – all tents will be marked with a number when you arrive and our Event Volunteers will point you to the proper area.* We will also have a Registration Tent in front of Potomac Pizza should you have any questions – however, if you find your tent properly and have no questions, you do NOT need to speak with us. Please just unload and move your vehicle as quickly as possible.
 - **T-Shirts:** You are all entitled to event t-shirts. They will be available at 2 times: Wednesday night before Kentlands Day from 6-8pm we are having a T-shirt rolling party at Potomac Pizza (this is the preferred t-shirt pickup time, and you're welcome to help!), or at the Registration Tent from 12-4 during the festival. Please DO NOT ask for your tshirts during set up.
 - **Rain Plan:** This is a rain or shine event!! Please check the kentlandsday.com homepage for information should VERY inclement weather be in the forecast.
 - **If you are also in the parade:** That's great! Please set up your tent by 8:30 and check in at the Parade Lineup before 9am. Parade Lineup will take place between Whole Foods and the Main Street Businesses. A separate email will be going out to you with specific parade lineup information.
 - **Day of Event Emergencies:** We will be on-site starting at 5am on Saturday morning – if you need to call us prior to 7:30 am, call or text Paula at 240-601-8969. After 7:30am, please see the registration tent or send a text message to 301-529-2056. During the event, Event Volunteers will be wearing Yellow Shirts.
- 4) **Stage Entertainment** – If you are performing on one of our three stages, please be ready to go behind the stage 15 minutes prior to your scheduled performance time. If you need equipment for your performance, it is best to bring it to the stage BEFORE the parking lots close at 9am. If you are a band, you will need to bring ALL of your own equipment unless you've made other arrangements with the event organizers. You will be able to pull one vehicle behind the Main Stage (Stage 1) and the Pritchard Entertainment Stage (Stage 3) during the event. No vehicles will be allowed into the Community Interactive Entertainment Stage (Stage 2) after 9am.
- On the Main Stage (Stage 1), our DJ will have only what he needs to plug in his own equipment. If you are a dance group on the Main Stage, please make sure to have a CD ready to hand to the DJ. Tell the DJ which track to play – please make sure your performance music starts at the beginning of the track. We cannot guarantee to be able to start at “33 seconds into track #2.” A staff member or volunteer will be backstage all day in case of questions. Call Andy at 301-529-2056 by Tuesday if you would like to discuss any special situations. Please note that the Main Stage (stage 1) is 13 feet deep by 40 feet wide by 4 feet high (with NO rails). The DJ will set up far stage left. Please make sure that your performance is safe given the setup.
 - On the Community Interactive Entertainment Stage (Stage 2), we will have a Bose L1 system set up for you to use. If you need more than 1 mic, you need to bring that. Please contact Andy at 301-529-2056 if you have questions about the equipment. If you are a performance group with music, you will operate your own music on this stage. Please make sure to have a CD ready and please make sure your performance music starts at the beginning of the track. A volunteer will be backstage all day in case of

questions. Call Andy at 301-529-2056 by Tuesday if you would like to discuss any special situations. The stage area is 8'x12' (8" off the ground).

- On the Pritchard Music Academy Entertainment Stage (Stage 3), PMA is managing equipment and performance schedules for this stage. Please contact PMA with any questions. The stage area is 8" off the ground and will be tented.

- 5) **Festival Setup – Car Show:** Please enter the car show from Kentlands Blvd by Buca di Beppo and pick up your dash plaques and registration at the Criswell tent in the Car Show area. (Follow the signs.) If you are coming to the car show after riding in the parade, please follow the parade exit area around Bucksfield and circle back into the festival by Buca di Beppo to check in your vehicle at the car show.
- 6) **Please support Lakelands Park MS and get more exposure for your business!** The LPMS PTA is holding their silent auction at Kentlands Day – please donate something from your business – small or large – and get great exposure for your business (see LPMS auction letter at www.kentlandsday.com).
- 7) **Please join the parade!** We are still accepting parade registrations. It is free – we welcome businesses, organizations, groups, etc. Email/call me with any questions. The more the merrier and we'll be awarding trophies for outstanding entries!
- 8) **Let us know if you have something special planned!** We have lots of great activities for families at Kentlands Day, including a Rock Wall, Trackless Train, Basketball Bank Shot, Large Inflatables (for grownups and kids!), Midway Games with prizes, a Dunk Tank fundraiser, and much more! Please consider including an activity for families if at all possible to bring more exposure to your booth.

Feel free to email us at kentlandsday@gmail.com or call 301-591-3899 with questions about the event.

We look forward to a great event!

The Kentlands Day Event Organizing Team ☺