



**The  
LACE  
Mill**

# Block Party

Friday, August 14  
11am-7pm

Free Open house tours 11am-7pm • Ribbon-cutting 1pm

~ This celebration happens once ~  
Join the fun *where artists live*..

You're invited to The Lace Mill Block Party and you can participate in FOUR ways:

1. Sponsor this once-in-a-life-time event (see page 2 for details)
2. Share information about your business, organization or artwork at The Neighbor Exchange
3. Be a food vendor (food trucks welcome!)
4. Show up and enjoy the festivities!

Read on for more details or contact

Renee Darmstadt, Cornell St. Studios Inc.  
(845) 594-4428

Tara Collins, RUPCO  
(845) 331-2140 ext. 276 / (607) 643-5148 cell



# Block Party

Friday, August 14  
11am-7pm

Free Open house tours 11am-7pm • Ribbon-cutting 1pm

- |                          |   |   |
|--------------------------|---|---|
| <input type="checkbox"/> | <p><b>Premier Sponsor</b> <span style="float: right;"><b>\$5000</b></span></p> <p>Full page COLOR journal ad 10”h x 8”w<br/>         Inside front cover, inside back cover, back cover<br/>         Logo on webpage with hyperlink<br/>         Press materials mention; Banner and signage at event<br/>         Representative included in historic group photo at ribbon cutting<br/>         Tabling in the Meet-Your-Neighbor Tent</p> | <p><i>Three available</i></p> <p><b>Ad artwork is due Friday 8/7/14</b><br/>         Please email to <a href="mailto:tcollins@rupco.org">tcollins@rupco.org</a></p> |
| <input type="checkbox"/> | <p><b>Corporate Sponsor</b> <span style="float: right;"><b>\$2500</b></span></p> <p>Full page COLOR journal ad 10”h x 8”w<br/>         Logo in webpage with hyperlink<br/>         Signage at event<br/>         Tabling in The Meet-Your-Neighbor Tent</p>   | <p><i>SIX available</i></p> <p><b>Ad artwork is due Friday 8/7/14</b><br/>         Please email to <a href="mailto:tcollins@rupco.org">tcollins@rupco.org</a></p>   |
| <input type="checkbox"/> | <p><b>Good Neighbor Sponsor</b> <span style="float: right;"><b>\$1000</b></span></p> <p>½ page COLOR journal ad 5”h x 8”w<br/>         Webpage listing<br/>         Signage at event<br/>         Tabling in the Meet-Your-Neighbor Tent</p>  | <p><i>Unlimited</i></p> <p><b>Ad artwork is due Friday 8/7/14</b><br/>         Please email to <a href="mailto:tcollins@rupco.org">tcollins@rupco.org</a></p>       |
| <input type="checkbox"/> | <p><b>Business Sponsor</b> <span style="float: right;"><b>\$500</b></span></p> <p>¼ page COLOR journal ad 5”h x 4”w<br/>         Webpage listing<br/>         Signage at event<br/>         Tabling in the Meet-Your-Neighbor Tent</p>  | <p><i>Unlimited</i></p> <p><b>Ad artwork is due Friday 8/7/14</b><br/>         Please email to <a href="mailto:tcollins@rupco.org">tcollins@rupco.org</a></p>       |
| <input type="checkbox"/> | <p><b>Locals Only</b> <span style="float: right;"><b>\$250</b></span></p> <p>¼ page COLOR journal ad 5”h x 4”w<br/>         Name in program<br/>         Tabling in The Meet-Your-Neighbor Tent (as available)</p>  | <p><i>Unlimited</i></p> <p><b>Ad artwork is due Friday 8/7/14</b><br/>         Please email to <a href="mailto:tcollins@rupco.org">tcollins@rupco.org</a></p>       |
| <input type="checkbox"/> | <p><b>Hey Neighbor Shout Out!</b> <span style="float: right;"><b>\$100</b></span></p> <p>Your Welcome message (50 words or less)<br/>         Tabling in The Meet-Your-Neighbor Tent (as available)</p>   | <p><i>Unlimited</i></p>   |

*All sponsors will be recognized in the program book; newsletter, RUPCO website, social media and annual report.*



The  
**LACE**  
Mill

# Block Party

Friday, August 14

## Food Trucks & Food Vendors

**VENDOR FEE:** Free. Donations to cover event expenses are greatly appreciated and will be recognized in our Annual Report.

**RUPCO REQUESTS:** RUPCO will issue food tickets to approximately 100 VIP guests for use at any food vendor. Each ticket is worth \$1; each guest will receive 15 tickets to use at the food vendor of their choice. Food purchases over \$15 will be covered by cash. Please price your menu accordingly to make the exchange simple. Following the Block Party, food vendors will submit their tickets in the large brown envelope provided and RUPCO will reimburse food vendors by mailed check the week of 8/21/15. Additional guests will be purchasing food directly from food vendors at their own expense (cash or charge depending on your business), so your opportunity to build community has great potential!

**FOOD TRUCK & FOOD VENDOR PERMITS:** If you are a food truck with an Ulster County Permit you are good to go. If you are a food truck with an out-of-county permit OR you are a food service provider (restaurant, deli, coffeehouse, etc.) you will need to get a Temporary Food Service Permit (one-day issue) from Ulster County Department of Health. Contact Cory Kassler (845) 340-3036. The cost for this permit is \$50; Cory must receive your application and check by 8/6/15 for you to avoid a \$25 administrative late fee. Download the application [ulstercountyny.gov/sites/default/files/DOH%20Temp%20Food%20Svc%20App%20090914.pdf](http://ulstercountyny.gov/sites/default/files/DOH%20Temp%20Food%20Svc%20App%20090914.pdf) and instruction sheet [ulstercountyny.gov/sites/default/files/DOH%20Temp%20Food%20Svc%20Cover%2020315.pdf](http://ulstercountyny.gov/sites/default/files/DOH%20Temp%20Food%20Svc%20Cover%2020315.pdf) Please display all permits at your food truck/stand.

**TENTS:** You are invited to bring tent, table, and chairs with you. Food trucks and vendors will set up on Cornell Street as part of The Neighbor Exchange.

**FOOD WASTE/TRASH:** RUPCO will provide additional recycling garbage cans at the event. We encourage the use of non-Styrofoam containers. If you have garbage cans as part of your preparation, please bring them to this event.

### FOR MORE INFORMATION:

Renee Darmstadt, Cornell St. Studios Inc. (845) 594-4428

Tara Collins, RUPCO (845) 331-2140 ext. 276 / (607) 643-5148 cell

The logo features a black square at the top with the word "The" in green, "LACE" in large white letters, and "Mill" in green below it. Below this is a yellow and orange brushstroke graphic. The words "Block Party" are written in a large, black, hand-drawn font across the brushstroke. Below that, "Friday, August 14" is written in a smaller black font, and "11am-7pm" is written in a small black font at the bottom.

**The Lace Mill**  
**Block Party**  
Friday, August 14  
11am-7pm

## The Neighbor Exchange

Get to know your neighbors and let them get to know you at The Neighbor Exchange. Local businesses, nonprofits and neighborhood organizations are invited to table at The Lace Mill Block Party on Friday, August 14.

You may set up an informational table OR you may sell items at this event. We encourage you to stay for the duration of the event (11a-7p) or at a minimum (noon-5p). Please have your table set up no later than 12:30pm.

**THE NEIGHBOR EXCHANGE VENDOR FEE: Free.** Donations to cover event expenses are greatly appreciated and will be recognized in our Annual Report.

**NEIGHBORS SELLING WITH A NYS SALES TAX ID CERTIFICATE:** If you sell at The Lace Mill Block Party, you are required to display your NYS Sales TAX ID Certificate. (Social Security number or EIN number do not qualify.)

**NEIGHBORS SELLING WITHOUT A NYS SALES TAX ID CERTIFICATE:** If you do not have a NYS Sales Tax ID, but wish to sell, you may enroll as a Cornell St. Studios Inc. consignment client and pay a 25% commission fee on event-day sales. Contact Renee Darmstadt for more information on this opportunity (845) 331-0191.

**NEIGHBORS SHARING INFORMATION: Free.** No fee or permit is required to table at The Lace Mill Block Party. This type of tabling includes resident-artists showcasing their work (without a sales component), local nonprofits providing information about their programs and services, local businesses getting the word out about their opportunities and services, etc. If you cannot make it, but would like to drop off information for the event, contact Tara Collins.

**TENTS:** We have a limited number of tents and tables. Please bring tent, table, and chairs with you. If you don't have a tent/table, we will find space for you, but note that we may double up on tables and tent space to accommodate everyone.

### FOR MORE INFORMATION:

Renee Darmstadt, Cornell St. Studios Inc. (845) 594-4428

Tara Collins, RUPCO (845) 331-2140 ext. 276 / (607) 643-5148 cell

The  
**LACE**  
Mill

# Block Party

Friday, August 14  
11am-7pm

Free Open house tours 11am-7pm • Ribbon-cutting 1pm

**Yes, I want to participate in The Lace Mill Block Party.**  
Check all that apply:    Sponsor   Food Truck/Vendor   The Neighbor Exchange

**BUSINESS/COMPANY/ORGANIZATION NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_      **EMAIL:** \_\_\_\_\_

**PLEASE CHECK ALL THAT APPLY:**

- I will email my sponsor artwork to [tcollins@rupco.org](mailto:tcollins@rupco.org) by August 7<sup>th</sup>.
- I will drop off my sponsorship event signage by August 13<sup>th</sup>.
- I have a NYS Sales Tax ID Certificate.
- I don't have a NYS Sales Tax ID but am interested in arranging an event-day consignment relationship with Cornell St. Studios Inc.
- I have a Food Truck Permit that I will display at the event.
- I will obtain a Temporary Food Permit from Ulster County Board of Health that I will display at the event.
- I am selling food at the Block Party and am returning my completed W9 for food ticket reimbursement.
- I will bring my own tent, table and chairs.
- I need space under a tent at The Neighbor Exchange.
- I need space on a table at The Neighbor Exchange.
- I would like to drop off information for sharing at The Neighbor Exchange.
- I plan to table at the event from 11a to 7p or other time \_\_\_\_\_.

**PLEASE SIGN BELOW:**

I have read the guidelines for participating in The Lace Mill Block Party. In the event that my items being displayed are stolen or damaged in any way, I hold harmless RUPCO, Lace Mill LP, City of Kingston, Cornell Street Studios Inc., their assignees and volunteers, and recognize they will not be held responsible. Additionally, I agree to hold harmless those mentioned above for any personal, business or injury liability that may occur as a result of my participation at The Lace Mill Block Party.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date