



35th Annual Market Square Day
Saturday, June 9, 2012
9:00am – 4:00pm

February 2012

Dear Downtown Merchant:

Pro Portsmouth, Inc. invites you to be a part of the **35th Annual Market Square Day**. It is our mission to continue to focus the day's activities on Portsmouth, local businesses and the talented artists and musicians of the Seacoast. But that means you need to be there! With that in mind, please note that we continue to offer you the most reasonable entry fee. Note: there is now a Late Fee for those who respond after our first application date (5/9/11). This is put in place to give us the opportunity to plan more efficiently and effectively for the event. Please be sure to respond/alert me with a call or email prior to May 9th as after that date the LATE FEE will apply.

Market Square Day takes place on Saturday, June 9, 2012. The 10K Road Race kicks off the day at 9:00am in Market Square. The festivities run from 9am – 4pm.

A link to a PDF of the [Application for Booth Space/Rules & Regulations](#) is available on the Booth/Vendor page. Food Vendors - information specific to those selling or sampling foods is also noted. **While Portsmouth restaurants wishing to sell or sample food items are not required to apply for a Temporary Permit, they must complete the paperwork for informational purposes; all other Food Vendors must comply with our Health Permitting process.**

Please complete the application/rules & regulations, attach all necessary photos, documents, checks and return to Pro Portsmouth:

Pro Portsmouth, Inc.
P.O. Box 967
Portsmouth NH 03801

Since you are given first refusal on the space directly in front of your store, we respectfully request that you notify us of your intentions to participate in the Festival by Wednesday, May 9th. (Email me at bmassar@proportsmouth.org or call 610-5521 to reserve your space). Late fees will go into effect on May 10th.

NEW FOR 2012: Downtown Merchants requesting Booth Space are required to set up a Booth complete with tables, products and tent. Any open numbered spaces within the festival footprint at 9am will be considered cancellations/no-shows. Other approved applicants will be given the option to move into open spaces with our approval.

A confirmation letter will be mailed to you noting Booth placement, as well as lots of other information that will hopefully assist you in having a terrific day.

Anyone who sets up a Booth on Market Square Day must provide Pro Portsmouth with a Certificate of Insurance for public liability. This is proof of your business insurance and that it will in fact protect your booth, booth space, yourself, anyone and anything related to or coming into contact with your booth's operation. Coverage of \$1,000,000.00 is required. The Certificate must state that Pro Portsmouth, Inc. is an additionally insured party and include the date Saturday, June 9, 2012.

Join us in celebrating Downtown Portsmouth. Be creative – “sponsor” a non-profit in your space, host a game or activity for children – be present, be a part of the day! See you 'round town...

Best regards,

A handwritten signature in black ink that reads "Barbara Massar". The signature is written in a cursive, flowing style.

Barbara Massar
Executive Director
Pro Portsmouth, Inc.