



VENDOR POLICY & GUIDELINES

2025



Life Connected.

Vendor Policy & Guidelines

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THANK YOU FOR YOUR INTEREST IN DOING BUSINESS WITH THE CITY OF CELINA!

The City of Celina is committed to building successful partnerships with members of our business community. We are grateful for the opportunity to work with local businesses to showcase their product and/or services at our events.

Event Purpose

The mission of Celina Friday Night Market is to support our local community by showcasing locally grown produce, handcrafted goods, and high-quality artisan products. The Market will also promote foot traffic to the Historic Downtown Square as a Friday night destination, giving local merchants opportunities to strengthen their businesses and preserve the connection between producer, consumer, and community.

The City of Celina has partnered with SBG Hospitality to manage our beloved Friday Night Markets. SBG Hospitality is renowned for its expertise in event management and will be overseeing vendor booking, placement, and communication for the upcoming season. Additionally, they will provide on-site vendor resources and comprehensive arrival packets to ensure a seamless experience for all vendors.

With a proven track record of success in cities such as McKinney, Frisco, Allen, and Plano, as well as prestigious events like the ACM Country Kick-Off at the Star, SBG Hospitality is well-equipped to elevate Celina's Friday Night Markets to new heights. Their attention to detail and commitment to excellence promise to enhance the Market experience for both vendors and attendees alike.

Vendor Selection

All vendors must submit an application to be considered for event participation. All applications and required submittals must be received or postmarked before the event application deadline.

Vendor selection will be at the City of Celina's sole and absolute discretion. The City will consider, among other factors, event theme/audience, product quality/suitability/appearance, and previous vendor participation at City of Celina events. The City encourages Celina-based businesses to be vendors at events. Please note, this distinction does not establish an automatic acceptance at the event. Vendor selection will be assigned to best benefit the event and all its participants as determined by the City of Celina i.e. limiting vendor duplicity and commercial vendors with little relation to the event. Vendor understands their booth and any merchandise, literature, or related activity will support the purpose of the event.

By submitting a Vendor Application for the event, the applicant fully waives any and all claims, damages, suits, or proceedings which it has or may have against the City of Celina, its officials, officers, employees, representatives, agents, and volunteers arising out of or relating to Celina's processing of or decision regarding the Vendor Application and Applicant's participation (or nonparticipation) in the Event, and further releases, forever discharges, and covenants not to sue Celina and its officials, officers, employees, representatives, agents, and volunteers in connection therewith to the extent allowed by Texas Law.

Payment

Each vendor is responsible for paying the assigned booth fee in advance in order for space to be confirmed at the Celina Friday Night Market. No vendors will be granted access to the event grounds or receive pre-event communications without a paid invoice on file. SPACE IS ONLY CONFIRMED ONCE PAYMENT IS RECEIVED.

We do not accept cash or checks. Vendor booth will not be placed until payment has been received. Vendor is responsible for obtaining and paying for any necessary permits. Payment will be processed through the official Friday Night Market event application platform, www.eventeny.com

Cancellations & Refund Policy

All vendor cancellations must be made in writing to coordinator@sbghospitality.com.

REFUND POLICY:

>14 days prior to event: 100%

7-14 days prior to event: 50%

Less than 7 days: No refund

The City of Celina reserves the right to cancel any vendor at any time. Vendors canceled by the City of Celina shall receive a full refund, unless vendor has violated the terms and conditions of the “Vendor Policy and Guidelines” in which case vendor forfeits the refund.

A vendor not showing up to the event without a written notification to coordinator@sbghospitality.com can result in exclusion from future events as determined by the Director of Marketing & Communications.

Market Vendors

Each booth is first come first serve and will be reserved upon selection and payment. Vendors have a 10' x 10' space for activation and need to provide their **OWN 10' x 10' fire retardant/resistant tent**, chair(s), and table. **Vendors are also REQUIRED to provide 25lb weights for each leg of their tent.** Vendors may be required to take down unweighted tents as directed by event staff. Vendors are encouraged to bring their own battery-operated LED lights for the assigned booth.

Please note: Vendor booth space may be subject to being changed by SBG Hospitality or the City of Celina.

Only items submitted on the application and approved may be sold at the event. All products must be appropriate for a family-friendly event. **Merchandise exclusivity is not guaranteed; other vendors may be permitted to sell similar items.**

Vendor retains 100% of sales and is responsible for paying all applicable taxes and fees. Vendors will be responsible for their own cash box and receipts. Vendor must apply for the Texas State Sales Tax ID# and to report their earnings as being sold in Celina, Texas. The State Sales Tax Rate is 8.25%. For more information on applying and filing call 1-800-252-5555.

ELECTRICITY - A limited number of booths with electrical access are available. Vendor must indicate electrical request on vendor application in order to be assigned on a first-come, first-served basis. If requested, electricity (110v) can be provided upon availability. Generators are not permitted for artisan vendors. If Market Vendor is approved for a booth space with electricity, Vendor will receive (1) 110v outlet.

If electricity is provided by the City, the vendor will be required to provide a 100' extension cord.

Food Vendors

A food and beverage vendor space is 10'x20'. Vendor is prohibited from performing any business activity outside of their space. Vendor may bring additional furnishings, so long as all items fit within their designated booth space. The vendor is responsible for all necessary equipment, including extension cord. All vendors serving food must receive a Temporary Event Food Vendor Health Permit and Mobile Fire Suppression Permit.

Food vendors may serve out of a food truck/trailer, or a (fire retardant/resistant) 10x20 tent with 25lb weight per tent leg for their booth space. Vendor must supply their own table, chairs, and tent with weights. It is highly recommended for the vendors to bring their own battery-operated LED lights for each event.

Only menu items submitted on the application form and approved may be sold at the event. No alcohol sales or glass containers are permitted. **Menu exclusivity is not guaranteed; other vendors may be permitted to sell similar items.**

Vendors are responsible for maintaining required permits, licenses, and certifications for all products they produce. Vendors will be responsible for their own cash box and receipts. Vendor must apply for the Texas State Sales Tax ID# and to report their earnings as being sold in Celina, Texas. The State Sales Tax Rate is 8.25%. For more information on applying and filing call 1-800-252-5555.

ELECTRICITY: A limited number of booths with electrical access are available. Vendor will need to indicate electrical request on vendor application in order to be assigned on a first-come, first-served basis. If requested, electricity (110v, 220v, 30amp, 50amp) can be provided upon availability, a photo of electrical plug must be submitted on the vendor application. ***If electricity is provided by the City, the vendor will be required to provide a 100' extension cord or 25' (30 amp/50 amp extension cord).***

If an electrical connection is not available, a food & beverage vendor, may use their own generator with the approval of the City of Celina. Generators will not be provided by the City of Celina. Vendors providing their own electricity must ensure all generators are quiet and in good working order.

Generator Guidelines

- Generators must be located 10 feet from any permanent structure.
- Generators must be located 20 feet from any (fire retardant/resistant) tent or temporary membrane or air inflated structure.
- Generators must not be located on any sidewalk or within 10 feet of a building exit or egress path unless otherwise approved.
- Generators must be allowed to cool down prior to refueling.
 1. Generators less than 10 gallons may be refueled during normal event hours, provided fueling is 25 feet from the public.
 2. Generators over 10 gallons must be refueled where the public is not present.
- Generators must be protected from public access and is the responsibility of the vendor.
- “No smoking” signs must be posted around the generator and any stored fuels.
- Less than 10 gallons of fuel may be stored on site.
 3. The fuel must be stored 50 feet from any (fire retardant/resistant) tent or temporary membrane or air inflated structure.
- Generators with less than 60 gallons of fuel must have a 2A:10BC or larger fire extinguisher within 30 feet of the generator.
- Generators with more than a 60 gallon tank require the tank to be labeled and list to meet UL 142 specifications.
- Maximum fuel capacity for an generator is 660 gallons.

**Note: A site review from Fire Marshal’s office may determine additional requirements or exceptions.*

Fire Marshal’s Contact Information

Keith Brumfield kbrumfield@celina-tx.gov
(972) 382-3004

Mike Rockne mrockne@celina-tx.gov
214-733-7380

Alcohol Vendors

Alcohol vendors are only approved at select events. Each vendor booth space is 10x10. Vendor is prohibited from performing any business activity outside of their space. Vendor may bring additional furnishings, so long as all items fit within their designated booth space. Vendor is responsible for all necessary equipment, including an extension cord. All vendors serving food and/or beverage must receive a Temporary Event Food Vendor Health Permit and Mobile Fire Suppression Permit.

Alcohol vendors may serve out of a food truck/trailer, or fire retardant/resistant 10x10 tent with 25lb weight per tent leg for their booth space. Vendor must supply their own table, chairs, and tent with weights. It is highly recommended for the vendors to bring their own battery-operated LED lights for each event.

No glass containers permitted. Vendor must show proof of and display in their booth a temporary permit to sell beer and wine obtained by the TABC. Import/specialty beer, wine and wine-based cocktails may be sold. **Liquor as defined by the TABC is not permitted.** Vendors selling beer & wine shall show proof of the proper liquor liability endorsement on their insurance policy upon acceptance for Vendor participation. Vendor is solely responsible for checking the identification of event patrons prior to serving.

Alcohol vendors must file all necessary permits to TABC. Once vendor application is approved, the City of Celina will issue the vendor an approval letter to be given to TABC. Alcohol vendors must abide by the TABC code and all ordinances, laws, rules, regulations, standards and policies in accordance of the event. Alcohol vendor must apply for a City of Celina Temporary Event Food Vendor Permit (TEFV). See Insurance & Permitting Guidelines for instructions.

Vendors will be responsible for their own cash box and receipts. Vendor must apply for the Texas State Sales Tax ID# and to report their earnings as being sold in Celina, Texas. The State Sales Tax Rate is 8.25%. For more information on applying and filing call 1-800-252-5555.

ELECTRICITY: A limited number of booths with electrical access are available. Vendor will need to indicate electrical request on vendor application in order to be assigned on a first-come, first-served basis. If requested, electricity (110v, 220v, 30amp, 50amp) can be provided upon availability, a photo of electrical plug must be submitted on the vendor application.

If electricity is provided by the City, the vendor will be required to provide a 100' extension cord or 25' (30 amp/50 amp extension cord).

Décor

The booth shall reflect the purpose of the event. Vendor is permitted to decorate booth/tent space as they please; however, the City of Celina strives to create a polished and professional appearance throughout the event. Vendor shall decorate their designated booth space accordingly.

The Director of Marketing & Communications or designee, is authorized to require modifications of any exhibit, merchandise or services offered by Vendor, including the removal of an exhibit (in whole or in part) or services.

Signage

Vendors may display signage within their assigned vendor space. All signage and décor shall be properly displayed and mounted. Vendors shall not place signage or advertisement flyers in any other locations aside from their designated vendor space. Signs, banners or display of any kind of inappropriate messaging, shall not be displayed by vendor in the booth/tent space or at any other event location.

Booth Location

Each booth is first come first serve and will be reserved upon selection and payment. Vendors have a 10' x 10' space for activation and need to provide their **OWN 10' x 10' fire retardant/resistant tent**, chair(s), and table. **Vendors are also REQUIRED to provide 25lb weights for each leg of their tent.** Vendors may be required to take down unweighted tents as directed by SBG Hospitality or event staff. Vendors are encouraged to bring their own battery-operated LED lights for the assigned booth. Vendors are not allowed to exchange or swap placement locations before or during the event, unless directed by the City of Celina. The City reserves the right to make any changes to booth location or vendor set-up.

Vendor shall not sublet, assign, or otherwise transfer or convey any matter in connection with the event or these Vendor Policy & Guidelines to any other person, or any of the privileges conveyed herein, except with the prior written consent of the Director of Marketing & Communications. If the Director of Marketing & Communications

Booth Set-Up/Tear Down

Personnel and/or equipment are not provided to assist vendors in unloading or loading merchandise or displays; vendors are advised to bring a dolly or wagon to ease the transport of vendor supplies. **Vendor Check In Opens at 3:30 pm and closes at 5:00 pm. Vehicles will not be allowed to enter the event site after 5:00 pm.**

Vendors will be required to set-up and tear down during the designated times determined by the City of Celina. Vendors must remain open and operational during specified event hours.

Vendors may begin tearing down booth at the close of the Market at 9:00 PM. Before vehicles are allowed on-site at the conclusion of the event, the participant's booth must be packed up and ready to load. Vendors who tear down prior to the close of the event will be in violation of the Vendor Guidelines and excluded from future events.

Set-Up & Tear Down Schedule:

- 2:00 PM Road closure
- 3:30 PM Vendor check-in opens
- 5:00 PM Vendor check-in closed
- 5:30 PM All vehicles off event site
- 6:00 PM Market opens
- 9:00 PM Market closes; tear down begins
- 10:00 PM Vendors must be completely torn down and off the event site

Operations

Vendor activities shall be conducted in a clean, orderly, and legitimate manner, and in accordance with the ordinances, laws, rules, regulations, standards and policies of the City of Celina and any other governmental authority. No waste shall be discarded illegally. The vendor is solely responsible for food waste, trash, and clean-up of booth space and surrounding area. Any items left behind a vendor's booth space after 10pm will be in violation of the Vendor Guidelines and Vendor may be excluded from future events.

City of Celina will not provide the following items: Tables, tents, chairs, lights, batteries, extension cords, weights, ice, water, coolers, dollies, storage, booth staffing, set-up assistants, or other materials used for a vendor's tent set-up.

Marketing & Advertising

The City of Celina creates and manages the official Facebook event pages for all City events within the Life In Celina TX Facebook page. Vendors are encouraged to share the official Facebook event page(s) with their friends and followers. **Be sure to tag @LifeinCelinaTX!**

Vendor grants the City of Celina the right to use name likeness obtained in connection with participating at the event for any current or future publicity and advertising purposes.

Insurance & Permitting Guidelines

FOOD & ALCOHOL VENDORS: All food & alcohol vendors (excluding Texas Cottage Food Law Vendors) are responsible for providing the required proof of minimum insurance coverage within 10 business days after vendor acceptance notification. Vendors will send proof of insurance to coordinator@sbgghospitality.com.

Insurance should:

- Be issued by a carrier licensed or authorized to do business in the State of Texas.
- Name City of Celina, 142 N. Ohio St., Celina, TX 75009 as an additional insured.
- Include coverage for specific date of the event.
- Show Commercial General Liability coverage of at least \$1,000,000 per occurrence.
- Show General Aggregate coverage of at least \$1,000,000.
- List the vendor's business name and address as shown on the vendor application.

Once the City of Celina approves a vendor's application to participate in an event, vendors must apply for a City of Celina Temporary Event Food Vendor (TEFV) Health Permit. Please do not submit Health Permit application until contacted by Health Department. All food vendors, including artisan/retail vendors selling pre-made or pre-packaged food items, must have a current City of Celina TEFV permit. All food items being served **MUST** be prepared completely on-site, or at a licensed and inspected facility. Proof of agreement with a licensed and inspected facility will be required, if applicable. With the exception of food items that fall under Texas Cottage Food Laws, **NO FOOD ITEMS PREPARED IN A HOME KITCHEN ARE ALLOWED.**

Celina follows the rules of the Texas Cottage Food Laws, and generally, Cottage Vendors do not require a TEFV permit. However, if a Cottage Vendor will have 'live' sampling at the event, a TEFV permit will be required. If you have questions regarding sampling and permit requirements, please contact the Celina Health Department.

The TEFV permit is valid through the end of the calendar year, for all Celina events within the same year.

If cooking with gas, oil, or open flame, vendors are also required to have a Mobile Fire Suppression (MFS) Permit, issued by the Celina Fire Department. Please contact CFD with questions regarding MFS permitting and inspection requirements.

**If you already have a TEFV permit for the current calendar year, you do not need to submit a new application. If you are unsure whether or not you have a valid TEFV permit for the current calendar year, please contact Celina Health Department.*

***The Fire Department requests that fire inspections be completed by 5:00 PM, on the Wednesday prior to the event, unless other arrangements are made with the Fire Department.*

Additional Guidelines

- Vendor must apply through the City of Celina's official vendor application platform, eventeny.com.
- Vendor agrees to be set-up and ready for sales by 6:00 PM on the day of the Market and to remain on-site until the close of the event at 9:00 PM.
- Vendors must submit an application and other required forms if applicable, by the deadline in order to be considered. If a Health and/or Fire Permit is needed, the application must be submitted in advance of the market.
- Vendor acknowledges that submission of application does not guarantee automatic acceptance into event.
- Photos of products displayed are required to be submitted with vendor application. Only merchandise, product, and menu items submitted in the application is allowed to be displayed during the event.
- Vendor is prohibited from selling merchandise or distributing information from an area other than their booth space.
- Food & beverage sampling is not permitted without the appropriate permits and approval.
- No political promotion/content. No political content/promotion as defined by references to a preferred candidate, political party, elected or appointed government official, election, referendum, ballot measure, legislation, regulation, directive, or judicial outcome.
- Vendor must conduct themselves and dress in a manner appropriate to the event. It is the expectation that all vendors are courteous and professional to attendees, fellow vendors, and event volunteers & staff. The City of Celina reserves the right to remove and/or cancel a vendor if in violation of professional conduct in which case vendor forfeits any monies paid. City of Celina decisions are final.
- Vendors agree that 75% of all agricultural products sold are grown in Texas.
- Vendors agree that 60% of their products are homemade, handmade, and/or homegrown. The remaining 40% of the product should come from within seven hours by truck of Celina and vendors should know their sources and the manufacturing conditions.
- Farmers are allowed to have 40% of the produce from sister farms in Texas, but not be advertised where it is from in their booth. For more information, visit <https://www.gotexan.org/>.
- No profanity or inappropriate materials or behavior accepted.
- Vendor acknowledges they are not a spokesperson for the event and will direct any on-site media inquiries to City of Celina staff.
- Vendor grants the City of Celina the right to use his or her name and likeness obtained in connection with participating at the Event for any publicity and advertising purposes.
- The Celina Police Department will provide security during the event. The City of Celina is not responsible for any lost, damaged or stolen items or property.
- The City of Celina reserves the right to cancel any vendor at any time. Vendors canceled by the City of Celina shall receive a full refund, unless vendor has violated the terms and conditions of the "Vendor Policy and Guidelines" in which case vendor forfeits the refund. City of Celina decisions are final.

Contact Information



| | | |
|---------------------------|--|---|
| Vendor Information | SBG Event Coordinator | coordinator@sbghospitality.com |
| Fire Department | Keith Brumfield Mike Rockne | kbrumfield@celina-tx.gov / (972) 382-3004 Mrockne@celina-tx.gov / (214) 733-7380 |
| Health Department | Bruce Koliba | bkoliba@celina-tx.gov / (972) 200-3621 |



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COORDINATOR@SBGHOSPITALITY.COM

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