Office Use Only
Application Received _____, 2026
Notification App Received _____, 2026
Payment Received _____, 2026
Amount Received $_____
Cash _____Check # _____ Online _____

2026 Holly Jolly Vendor Application

FINAL Application and Payment Deadline: November 9th, 2026, no exceptions.

THIS APPLICATION DOES NOT GUARENTEE A SPECIFIC SPACE.

Applicants Name: _____ **Cell #:** _____
Company/Business Name: _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Email: _____
What are you selling? (Please list **EVERYTHING** you will be selling at the festival, (See Rules and Policies on page 2). Please submit photos of arts/crafts for examples of work and how it will be displayed, even if you have been a vendor in the past. You can submit them via email or linking your social media with application.

_____
_____
_____
_____

Non- Food Vendors: ☐ Non Proft $100 ☐ Arts and Craft Vendor $150 ☐ Business Promotions $250
Food Vendor: ☐ Non Commercial Food (No truck) $225 ☐ Commercial Food $300
Generator use: ☐ Yes, I will use a generator. ☐ No, I will not be using one.
Trailer: ☐ I will vend from a trailer. ☐ NO Trailer will be used to vend.
What size is your trailer, from hitch to tail? _____
What side is the door/window you will vend from on? _____(When facing the trailer from the hitch.)
Add Ons: Ad in Christmas on Green Street Magazine ☐ **Full Page $ 400** ☐ **Half Page $200** ☐ **Multi- Bill $50**
Christmas on Green street Magazine is the event guide and distributed to attendees.

INDEMNITY AGREEMENT

I hereby release and forever discharge Holly Jolly Market, its sponsoring organizations, and their directors, officers, employees, agents, and volunteers from any responsibility, personal liability, claims, loss, or damage arising from or in conjunction with my participation in the Holly Jolly Market. Holly Jolly Market is not responsible for any injury sustained by exhibitors or guests while within the space that may be assigned to me. I have read and agree to follow the Festival Participation Guidelines & Rules as stated. Further, I hereby grant full permission to use any photographs, videos, motion pictures, recordings, or other records of this event for any legitimate purpose. I agree to abide by the rules and regulations of the Holly Jolly Market and The Gainesville Times.

Signature: _____ Date: _____
Do you have any special requests or Spot requests for the Festival Coordinators? Please understand not all requests can be granted.

_____
_____

If you need additional information or have any questions, please contact marketing@gainesvilletimes.com

APPLICATION:

Email: marketing@gainesvilletimes.com.
Mail: 345 Green Street NW, Gainesville GA 30501
Dropoff: Monday- Friday 9:AM- 4:00pm. In Lobby or through the drive through.
(**Do NOT drop off applications with the City of Gainesville, they are NOT a drop point. These applications won't be accepted.**)

PAYMENT:
Accepted payment: Cash, Check or Credit Card via our online portal. IF YOUR APPLICATION IS DENIED, YOUR VENDOR FEE WILL BE REFUNDED, LESS ANY CREDIT CARD FEES. Make checks out to: The Gainesville Times

ACCEPTANCE:
Vendor notification will begin in August 2026, until full. **We will limit the number of vendors selling the same items.** We recommend applying early, to make sure you get a booth.

EVENT SCHEDULE:
Sunday, December 6th Vending Hours: 12pm- 5:30pm * (The Parade opens at 4pm)

VENDOR APPLICATION RULES AND POLICIES:

1. ACCEPTANCE: Applying does NOT guarantee you a booth. **Holly Jolly Market will accept a limited number of vendors for the festival.** Having been accepted to past Festivals does NOT guarantee you space, seniority, or any special acceptance privileges. The festival committee will review applications, and vendors will be selected based on several criteria, including proposed items, completeness of the application, space requirements, the appearance of the booth, and adherence to rules. Preference may be given to Festival sponsors, the uniqueness of items, and the order in which applications are received. All non-compliant applications will be considered incomplete. An accepted application is a commitment to show**.** Cancellations OR no-shows will NOT receive a refund.

2. VENDING POLICY: Vendors may only sell the items listed on their application. New items may not be added after acceptance has been granted. Vendors who have sold out of items or supplies or are eager to leave the festival may only leave after the official end time of the festival if dismissed by the Festival coordinator(s). Vendors who do not adhere to the festival's published vending times will not be invited to submit applications for future Festivals.

3. SET-UP AND BREAKDOWN POLICIES (strictly enforced)
For everyone's safety, please follow all set-up or breakdown rules. Abide by the one-way markings and do NOT block drives. The Holy Jolly Market will have a booth set up near the gate if you have any questions.

SET-UP: Sunday, December 6th 8AM

Gates will open with plenty of time for set up and a strict time to have vehicles off the festival grounds. Green Street closes at 12PM. No vehicles will be allowed to enter the festival grounds until 5 minutes after the days vending time has ended.

BREAKDOWN: Sunday December 6th @ 5:35 pm

All Vehicles/equipment/trailers and trash must be removed no later than 7pm on Sunday.

-Please be safe, kind, and considerate as you bring vehicles into the area. Follow directional signs!
- If you choose to leave or break down early you must carry out your equipment on your own.

4. BOOTH SPACE DESCRIPTION: Approved participants will be assigned booth space.
-Tents are required. Tents MUST be weighed down due to the strong winds and potential for storms.
-All items must remain within the assigned space. No booths are allowed to extend beyond the booth into the walkway.
-Vendors must bring own tables. Tables and tablecloths will not be provided.
-This is a family-oriented event, and the Festival Staff reserves the right to disallow the sale of illegal, dangerous, or disruptive items.
-BOOTH GENERATORS: (not to exceed 60db). We reserve the right to turn off any noisy generator that interferes with neighboring booths and/or music/entertainment venues. Extension cords must not cross walkways or interfere with pedestrians. There is limited electricity and must be arranged before hand.
-All food vendors must have a fire extinguisher. Cooking and hot appliances must stay within booth spaces. All hot items need to be kept in a safe area of your booth. Food Vendors are placed in a Food court to help insure ample space for cooking and safety.
-Accident notification: In the event of an accident of any kind involving the public and/or private or public property, the vendor shall immediately notify the Holly Jolly Coordinators and provide a full accounting of all details of the accident. The vendor shall then furnish the Gainesville Times with copies of all reports of such accidents while the reports are forwarded to other interested parties.

5. PARKING: Free Vendor Parking is supplied next door to the event. The Free Parking area will be noted on the festival map for your convenience. NO PARKING will be permitted on Festival grounds for safety reasons. VENDOR VEHICLES AND TRAILERS MUST BE UN-HITCHED AND PARKED OFF-SITE. If you require handicapped parking, please notify us in advance and accommodations will be made.

6. WEATHER: This is a RAIN-OR-SHINE EVENT. An approved application is a commitment to show! In the event of severe weather or a declared state of emergency resulting in the cancellation of any or all Festival days or limiting Festival hours of operation on certain days, you will be notified two (2) days prior. **NO REFUNDS WILL BE ISSUED.**