HollyFrontier Corporation

SUPERDAY '12

610 West 7th Street · Cheyenne, WY 82007 · Phone : (307) 637-6423 · Fax: (307) 637-6238 · www.cheyennecity.org

HOLLYFRONTIER REFINING INC. SUPERDAY 2012
INVITATION/RESERVATION FORM
COMMERCIAL

The Cheyenne Parks and Recreation Department would like to invite you to participate in the 30th Annual HollyFrontier Refining Inc. Superday. Last year's Frontier Refining Inc. Superday was a huge success, involving approximately 150 businesses and organizations, and attracted a crowd of approximately 20,000 people. We are planning for another great event this year, again with great weather.

HollyFrontier Refining Inc. Superday 2012 is being hosted by the Cheyenne Parks and Recreation Department in an effort to generate a greater awareness of the value and availability of recreation and leisure activities, to kick off July as National Recreation and Parks Month, and for people to enjoy a fun, family-oriented day in the park.
This entire day of festivities will be held in Lions Park on **Saturday, June 23rd** from **10:00 a.m. - 5:00 p.m. Please come prepared for the day. Should you run out of merchandise or supplies, re-entry into the park will not be allowed.** The south portion of the park will be closed to traffic to allow for HollyFrontier Refining Inc. Superday 2012 activities. These will include numerous rides, contests, games, live music, demonstrations, craft show, workshops, exhibits and refreshments. All activities will be held outdoors. Parking space is very limited. **Setup parking for Commercial exhibitors is temporary; after set-up, your vehicle must be parked in the assigned Exhibitor Parking lot, either south of the softball field or west of Carey Ave. Any vehicle(s) left in a designated loading/unloading zone after 10:00 a.m. will be towed at the owner's expense.** You will be able to bring your vehicle back to the Commercial loading/unloading area at the end of the day to pack up. **Please note that the park will be closed to vehicular traffic until approximately 5:45 p.m.**

There is very little shade; therefore, you'll need to come prepared accordingly. Those planning to stake into the ground (either for display purposes or a canopy) will need to note this on the official application so that we can place you properly and protect our irrigation lines. Please complete the attached form and return as soon as possible. We will do our best to place those returning vendors where they want to be, depending upon availability.

PARTICIPATION FEES:
Those displaying commercial products for sale or sale of services will be assessed a fee of **$125.00.** This will entitle you to a display space of 15' x 15' per exhibitor. **Exhibitors will need to provide their own tables, chairs, etc. Also, there is no access to electricity.** City ordinance provides that a temporary merchant license is **not** required for this event, but participants need to comply with applicable state sales tax laws (Wyoming's Sales Tax Rate is 6%). **NO REFUNDS WILL BE MADE.** Fees should be made payable to the **"City Treasurer,"** and are payable at time of registration. Providing we receive your reservation by **April 30, 2012** we'll be able to list your business in the 2012 brochure for added publicity. The first 96 applications with fees paid in full will be accepted into the Arts & Crafts/Commercial section of HollyFrontier Refining Inc. Superday 2012. **"Commercial" is defined as a seller having a store front or not making the products they are selling. A seller is considered "Arts and Crafts" if the product is hand made by the seller or seller's family. Any vendor offering food sampling must contact the Cheyenne-Laramie County Health Department at (307) 633-4090 for a temporary permit. It is the vendor's responsibility to come in and obtain their permit at City-County Health at least two weeks prior to HollyFrontier Refining Inc. Superday 2012. Selling food or drink products is NOT PERMITTED.** Those wishing to sell food products will need to contact our Forestry Division at (307) 637-6428 for information about the HollyFrontier Refining Inc. Superday 2012 Food Court.

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Those planning to give away pre-packaged food items must denote the type of pre-packaged food item on their reservation form. All products being given away must be approved by Robin Feezer, Recreation Coordinator – Ice and Events**.** All food items must adhere to the rules and regulations of the Cheyenne-Laramie County Health Department.

We plan to host HollyFrontier Refining Inc. Superday 2012 even if it rains lightly on June 23rd and will cancel ONLY if the weather is terrible. Due to the incredible amount of planning and participation of numerous volunteers there is no back-up date.

We ask that you complete the following form and return it **April 30, 2012** at the very latest to the address listed on the reservation form with payment. **Upon receipt and approximately one week before HollyFrontier Refining Inc. Superday 2012, you will receive further communication and information on when and where to set up.**

Thanks for your timely response to this invitation.

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PLEASE FILL THIS FORM OUT COMPLETELY: COMMERCIAL VENDOR

NAME OF ORGANIZATION:_____

ORGANIZATION NAME LAST YEAR (IF DIFFERENT)_____

REPRESENTATIVE'S NAME: _____

ADDRESS:_____ CITY: _____ ST: _____ ZIP:_____

E-MAIL ADDRESS: _____

WK PHONE: _____ HM PHONE: _____ CELL PHONE: _____

I would like to host the following during HOLLYFRONTIER REFINING INC. SUPERDAY 2012:

Please check all that apply - Selling Food Products Is Not Permitted; food sampling is permitted with Cheyenne-Laramie County Health Dept. temporary permit. Phone (307) 633-4090.

[ ] YES [ ] NO Will your exhibit be used to sell **Products**?
If yes, list all products:

[ ] YES [ ] NO Do you plan to give away or award as prizes pre-packaged food products? (Final approval will be made by Robin Feezer) The name of the pre-packaged food is:

[ ] YES [ ] NO Will your exhibit offer a workshop?
(EXAMPLE: Public could get involved in making pottery)

[ ] YES [ ] NO Will you need to stake into the ground?
We will need permission to stake into the ground for the purpose of:
Stakes will go inches below ground.

[ ] YES [ ] NO Will you be utilizing a generator? **Those with generators will be grouped accordingly; generators cannot exceed 80 decibels.**

[ ] YES [ ] NO Did you participate in Frontier Refining Inc. Superday last year?

[ ] YES [ ] NO If available, do you want the same location as last year?

[ ] ONE [ ] TWO How many vehicle entry passes will you need for entry into Lions Park for HollyFrontier Refining Inc. Superday 2012? **(There is a maximum of two vehicles allowed into park; plan and pack your vehicle(s) accordingly).**

OFFICE USE ONLY
PAID: **DATE:**

RECEIPT #: **BY:**

UNLOADING AREA:

BOOTH NO.:

RETURN FORM TO: Cheyenne Parks & Recreation Department
c/o Robin Feezer
610 West 7th Street
Cheyenne, WY 82007
Phone: (307) 433-0024
Fax: (307) 637-6238
E-mail: rfeezer@cheyennecity.org
MAKE CHECKS PAYABLE TO: City Treasurer

The HollyHollyHollyFrontier Corporation Superday is an annual celebration which serves to kick off July as National Parks & Recreation Month and is hosted by the City of Cheyenne Parks & Recreation Department in an effort to promote a greater awareness of the value and availability of recreation and leisure activities, and to get people involved in life.

CHEYENNE PARKS & RECREATION