



## Detroit's Largest Fitness Party with the Detroit Zumba® All Stars!

### VENDOR AND SPONSOR INFORMATION

<p><b>Event Date/Location:</b> Friday, May 27, 2016, 6pm-9pm Eastern Market, Shed 3 2934 Russell Street, Detroit MI 48207</p> <p><b>Event Timeline:</b> 5-6pm Vendor arrival/setup 6-7pm Doors open for fitness vendors &amp; demos 7-8:30pm Zumba® party 9-10pm Breakdown</p> <p><b>Vendor/Sponsor Pricing:</b></p> <ul style="list-style-type: none"><li>● April 1 - April 30: \$50</li><li>● May 1 – May 20: \$75</li><li>● Nonprofits: free (limited spots)</li><li>● Sponsorships: up to \$150</li></ul>	<p style="text-align: center;"><b><u>HOW TO REGISTER</u></b></p> <p>Email <a href="mailto:DetroitZumbaAllStars@gmail.com">DetroitZumbaAllStars@gmail.com</a> or call/text Chandra Floyd at (313) 587-6203 to receive a personalized registration link.</p> <p><b>Individual tickets - \$15 at <a href="http://dzas.weebly.com">dzas.weebly.com</a></b></p> <p><b>Facebook event page:</b> <a href="https://facebook.com/events/1116815115036427/">facebook.com/events/1116815115036427/</a></p> <p><b>DZAS Facebook page:</b> <a href="https://facebook.com/detroitzumbaallstars">facebook.com/detroitzumbaallstars</a></p>
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This is the 6<sup>th</sup> DZAS event in Eastern Market! We average 200+ guests and 60 vendors for this event. Preference is given to vendors that are health/fitness related.

Vendors are accepted on a first come, first served basis. Your spot is only guaranteed upon paid registration. No vendors will be added after Friday, May 20<sup>th</sup> at 5pm.

This event is organized by licensed Zumba® Fitness instructors who lead classes in the city of Detroit: Chandra Floyd, Marius Padieu, and Letitia Wesley. Zumba® is a cardio workout that uses Latin and international music to create a fun, bass thumpin' heart poundin' effective workout that can burn up to 1,000 calories an hour. For more details, visit Zumba.com.

The goal of this event is to encourage health and wellness in the city of Detroit. There are few gyms and fitness facilities accessible to the general public within the city limits, and this event is designed to spotlight those instructors and facilities, as well as to make fitness FUN and bring it to the community. This is the only event of its kind inside Detroit city limits!



WHAT'S IN IT FOR YOU	Bottled Water Sponsor	Snack Sponsor	Vendors	\$150 10-ticket sponsor	\$150 Sponsor
Submit a door prize	X	X	X	X	X
Your name/logo listed on the website and the vendor list distributed post-event	X	X	X	X	X
Your name/logo included in social media promotions			X	X	X
10'x10' vendor area			X	X	X
A prominently placed 10'x10' vendor area with a sign identifying you as a sponsor				X	X
Announced as a Sponsor during the opening and closing announcements				X	X
Your name/logo listed on the event ticketing page				X	X
Your name/logo listed on the press release (if sponsorship is paid before release goes out)					X

*Bottled water sponsor to provide 200 bottles of water (value of approx \$50). Snack sponsor to provide 200 individually wrapped store-bought healthy snacks such as granola bars, baked chips, smoothies, popcorn, yogurt, etc. NO PEANUTS (value of approximately \$40). Product must be delivered on or before the day of the event. Arrangements can be made for pickup. For convenience, Sponsor can also choose to simply provide the funds and the event team will obtain the items needed.*

## **LOGISTICS**

### Booth Size:

- If you require a table, cart, tablecloths, extension cords, etc, you will need to provide your own
- Your spot is approximately 10'x10' wide.
- You are responsible for your own load in/load out.
- All displays must be family friendly as children may be present at the event.
- Table numbers will be assigned the week of the event.

### Parking:

- Ample free self-parking is available adjacent to the building.
- Please note that the parking area is large, and you may need a cart to transport your things from the car into the building. The facility does not provide carts.

### Load-in helpers:

- You may bring yourself plus one assistant at no additional charge.
- Any additional helpers will need to register in advance on the vendor registration page and pay the \$15 ticket fee.
- If additional assistants arrive at the venue on the day of the event, they will be charged the \$20 door price.

### Social Media:

- We will periodically list registered vendors on our social media pages. Please share the event on your pages so your customers know where to find you!

### Door Prizes:

- You can submit a door prize (coupon, gift certificate, free sample, etc) upon your arrival to the venue. Free raffle tickets are provided to the participants; the door prizes will be given away during the event.
- Door prizes should be clearly marked with the company name.

### Food & beverage vendors:

- Submit a copy of your permit from the Institute of Population Health & Food Sanitation (formerly the City of the Detroit Health Dept) and/or the City of Detroit Consumer Affairs Department to the Detroit Z All Stars no later than one week prior to the event.
- Detroit Z All Stars does not obtain or facilitate permits; the permits are required by the venue and are the sole responsibility of the vendor. Any questions regarding obtaining permits should be directed to:

#### **Consumer Affairs**

Coleman A Young Municipal Center  
2 Woodward Ave, Detroit MI 48226  
(313) 224-0301 or 224-3178

#### **Institute for Population Health**

1400 Woodbridge, Detroit MI 48207  
(313) 309-9300